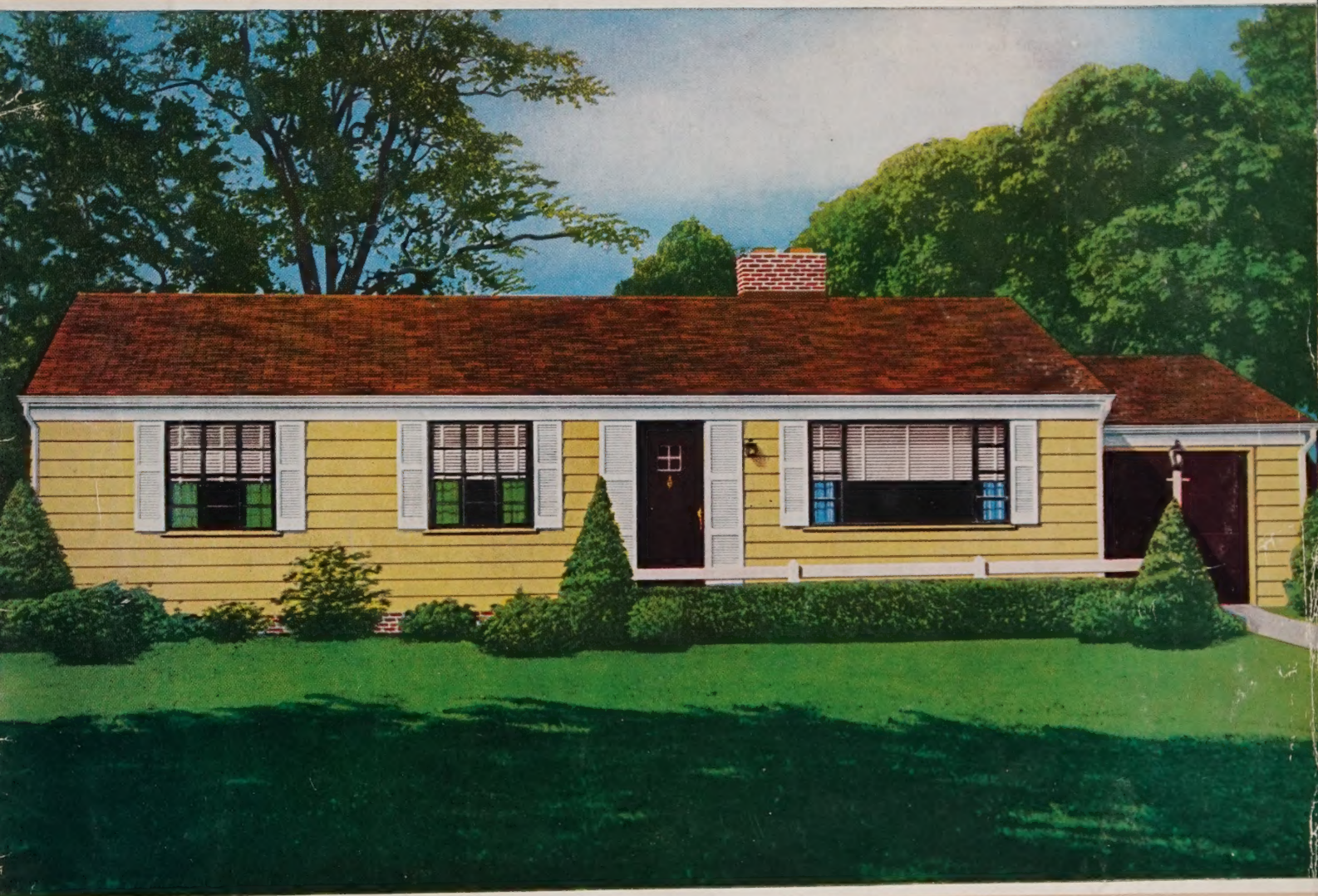


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Homes for Your Street and Mine

STANDARDIZED TO AVOID WASTE



AMERICA'S BEST PLANNED SMALL HOMES

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STANDARD HOMES COMPANY

Raleigh, N. C.

Blueprints Available Through
Your Local Dealer, or Direct

Complete Plans **\$20**
In Duplicate

FACTS ABOUT "HOMES FOR YOUR STREET AND MINE"

If you are interested in building a home of your own, it follows that you not only want the best home possible for your investment, but one out of which you can get your money in full at any time you may desire to do so.

FOR OVER 30 YEARS we have helped lot owners throughout the country build better homes at lower cost by furnishing complete and accurate working plans—carefully and clearly detailed—plans that prevent waste in labor and materials.

THE DESIGNS shown in "Homes for Your Street and Mine" have been selected after weeks and months of careful consideration. No attempt has been made to feature home designs which will not be acceptable to the general home building public, nor which would not merit the highest possible loan commitments.

BETTER HOMES AT LOWER COST—Those were our watchwords in preparing every design and in working out every floor plan. Furthermore, every floor plan shows dimensions that permit the practical use of stock length materials without waste—stock windows, doors, and millwork carried by retail lumber dealers everywhere.

THE FLOOR PLANS shown herein will be appreciated by all who give them careful consideration. Often the same or similar floor plan will be shown for two or more houses. Some perfected floor plans for certain types of homes are hard to improve, although many practical variations of exterior design are possible. All of our kitchens have been planned directly or indirectly by women—from suggestions given to our designers by women from all parts of the country.

OUR STANDARD PLANS show 5 to 7 large sheets, each sheet 18x24 inches in size. The plans show all four elevations of the house, including all of the necessary construction details. Our plans are so clearly prepared any contractor can follow them rapidly without making errors.

BASEMENTS—All plans for the designs shown herein provide for a seven foot basement. The large rambler designs show a partial basement with an alternate plan for a full basement.

BASEMENTLESS DESIGNS are preferred by some home-builders . . . and, because of rock and water conditions in certain sections of the country, only such designs have proven satisfactory. **OUR SOUTHERN OFFICE** publishes three plan books, showing a wide selection of attractive, up-to-the-minute four to eight-room homes especially designed without basements—"Better Homes at Lower Cost" (Southern Edition), "Homes of Today", and "Homes of Comfort"—Send \$1 for these fine plan books to Standard Homes Company, Box 1919, Raleigh, North Carolina. Books will be mailed to you promptly on a "money-back" guarantee if unsatisfactory.

THE COST OF A HOUSE will differ widely over the territory we serve and can be accurately determined only by submitting complete working plans, material lists and specifications to reliable contractors in your immediate vicinity for bids. Before a reliable builder can give you a definite price, or even a fair estimate, he must see your lot—study your plans and specifications carefully. The "square foot" and "cubic foot" method of estimating the cost of a home is very unsatisfactory, as any experienced loan man or builder can quickly prove.

COST TABLES showing the approximate cost of materials and cost of construction for each design shown in this plan book will be mailed to you upon request.

CHECKS or MONEY ORDERS may be included with your order, or you can pay the postman for the plans upon delivery. If upon examination, plans are not found exactly as represented, you may return them within 10 days for full refund of the amount paid. Plans not returned within 10 days or used for securing loan commitments or building estimates may be exchanged for plans of any other design shown in our plan books for only \$5.00. There is no time limit on exchange of plans, provided they have not been used for construction purposes.

PLAN PRICES—Complete Plans, in duplicate, for any design as illustrated, including specifications and material list,—\$20.

Additional Plans, provided all of the sets ordered are for use in the construction of one house, per set,—\$2.

Plans with room arrangement **reversed** from left to right, to fit your lot, additional charge,—\$7.

Plans shown in brick changed to **frame**, or frame changed to **brick**, additional charge—\$7.

Plans for **brick veneer** over frame wall construction, additional charge,—\$7.

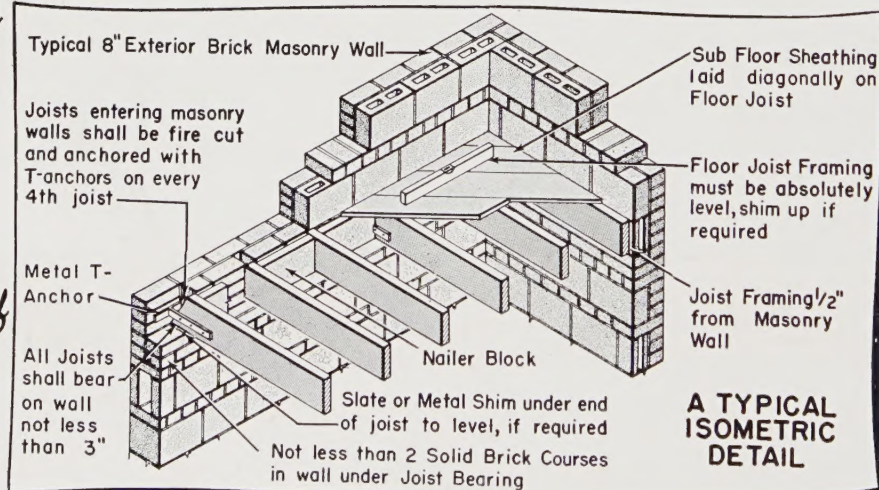
To insure prompt receipt of correct plans, give Name of house, Plan number, brick, frame, or brick veneer over frame.

Print plainly name and complete address—Plans mailed "Special Handling" the day order is received.

NOW—OWNER SUPERVISION WITH ISOMETRIC CONSTRUCTION DETAILS

- **Isometric Construction Details**, 16 bound sheets, 18"x24", clearly illustrate acceptable and approved methods of home construction—from **foundation to roof**. The **layman** can now follow the construction of his home—**step by step**—and insist on good construction. It is **money saved** during the lifetime of the home.
- Many schools and colleges have adopted our **Isometric Construction Details** for training and instruction.

*Saves
10 to
25%
on the
Cost of
Your
Home*



A TYPICAL ISOMETRIC DETAIL

Also—We have prepared new **Subcontract Agreement Forms**—16 separate forms—that give specific information as to how the work under each separate Subcontract should be performed. They are neatly bound in booklet form and perforated so that any one or several Contract Forms may be easily removed. One set of 16 Forms is included without charge when **Isometric Construction Details** are purchased (\$1 per set when sold separately).

Write for a sample sheet of *Isometric Construction Details, Subcontract Agreement Forms and free Folder "O", "Owner Supervision".*

The cost of the **Isometric Construction Details** and **Subcontract Agreement Forms** is trifling compared to the great saving in the cost of a home—**only \$10**—and to purchasers of Standard Working Plans for any home shown in our plan books, we offer them at **half price—\$5**. Examine the **Details** for 5 days. If you do not agree they are worth many times their price, return them and your money will be promptly refunded.

STANDARD HOMES COMPANY

2524 L Street, N.W.

At Pennsylvania Ave.

Washington 7, D. C.

In order to render maximum service to homebuilders, and maintain present prices of plans, the publishers (Standard Homes Co.) furnish books and plans by **MAIL ONLY**.

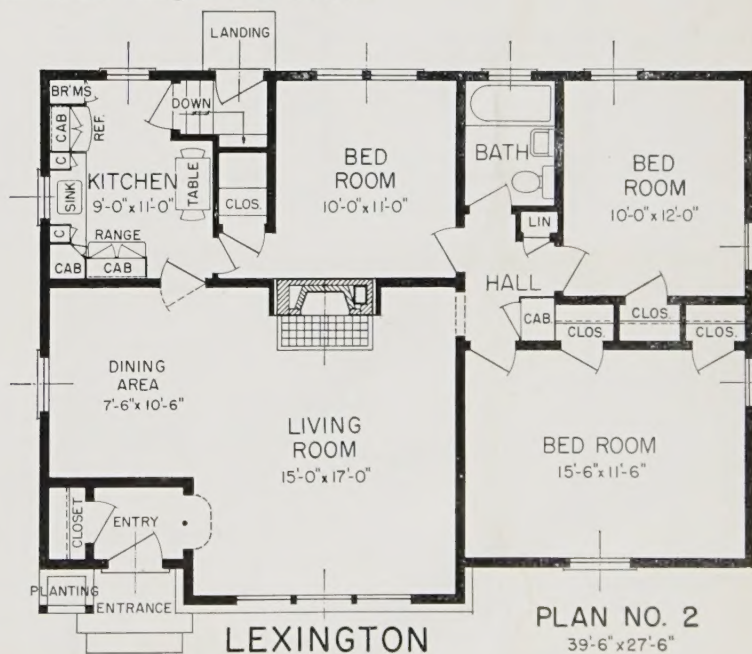
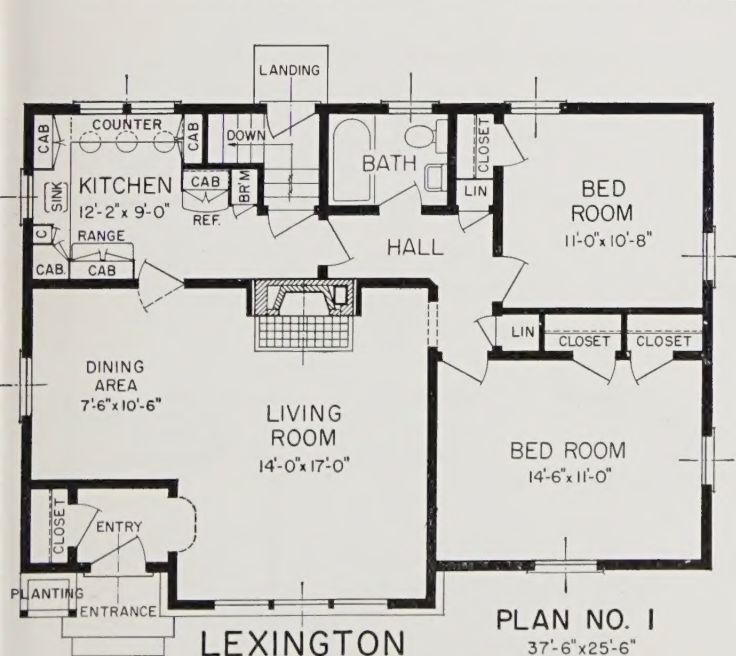
Copyright 1953 by Standard Homes Company

"IF YOU CAN PAY RENT, YOU CAN PAY FOR A HOME"



The LEXINGTON

Many years of experience and knowledge of the aspirations of home builders is reflected in the design of the Lexington. Floor plans carefully arranged for modern-day living, embraced by a most delightfully distinctive exterior, undoubtedly will result in one of the most popular house designs ever offered.

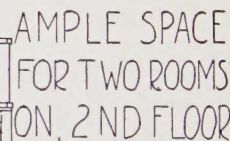
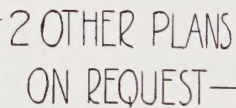


While the homes shown in this book are not identified with the individuals who created them, each plan was prepared by or under the direct supervision of currently Registered Architects.

And in most states where our books are distributed, we can furnish our plans under the seal and signature of a locally Registered Architect (if required by local building regulations) at small additional cost. Prices, particulars, and suggestions on request.

A black and white photograph of a single-story cottage. The house features a gabled roof with a prominent brick chimney on the left side. The front facade is finished with horizontal siding. The central entrance is marked by a small arched doorway with a four-pane window. To the left of the door is a large multi-paned window with a flower box below it. To the right is a smaller window with dark shutters. A second, larger multi-paned window with a flower box is on the far right. The front yard is landscaped with several small, conical evergreen shrubs. A set of steps leads to the front door, and a concrete walkway is visible in the foreground. The house is set against a backdrop of mature trees.

Class, as well as economy in cost, is written into every line of the Westcliff.



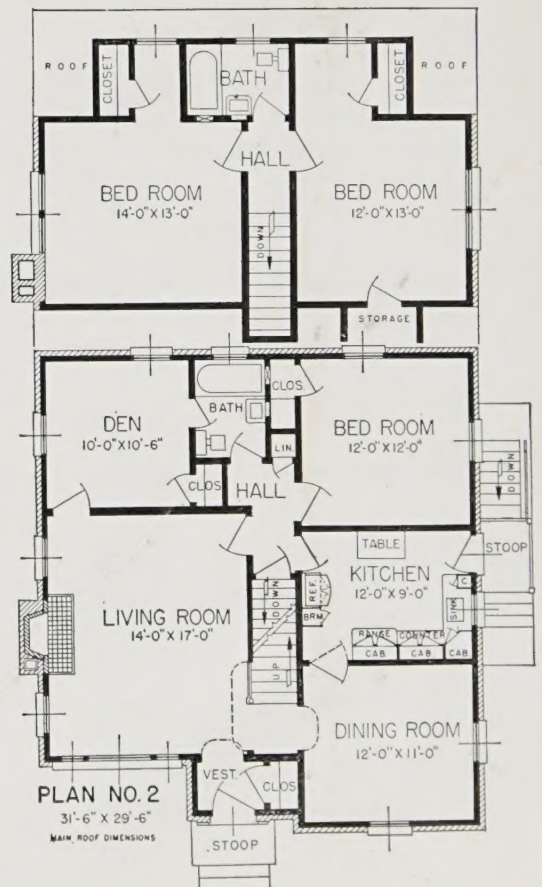
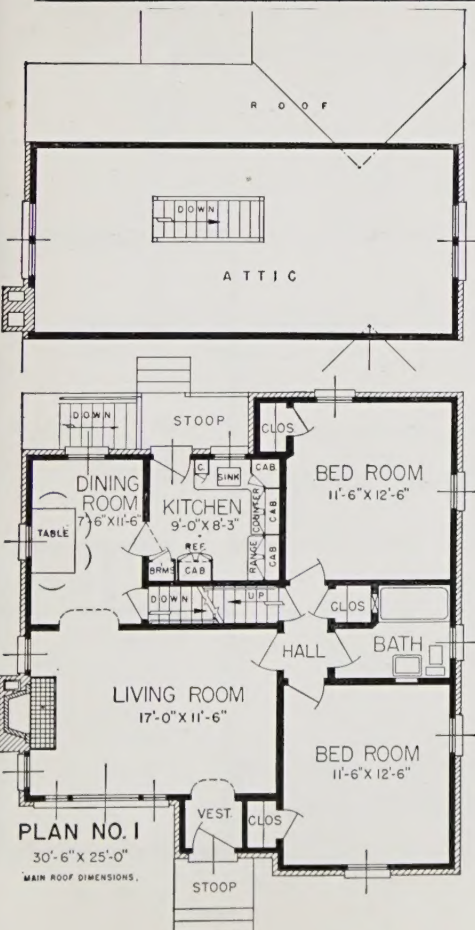


The NEW NORTHBROOK

It required years of artistic thinking and exactness of purpose to produce a home of such proportions as the New Northbrook.

Two other floor plans on request.

NEW NORTHBROOK



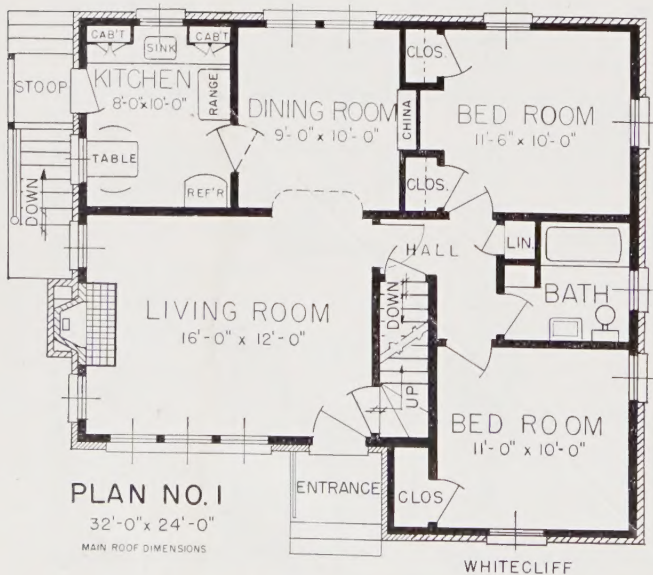


Painted Brick

The WHITECLIFF

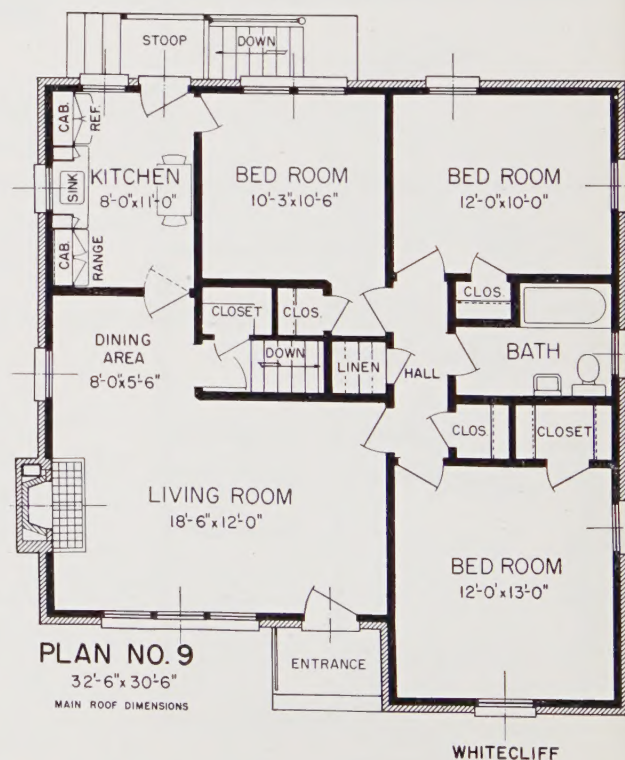
If you want to know why the Whitecliff holds your attention, go to the floor plans. Here you will find planning by the most experienced in step-saving home comforts.

AMPLE SPACE IN ATTIC FOR 2 LARGE ROOMS.



Other floor plans on request.

If you want to build or supervise the construction of your own home, ask for Folder "O".





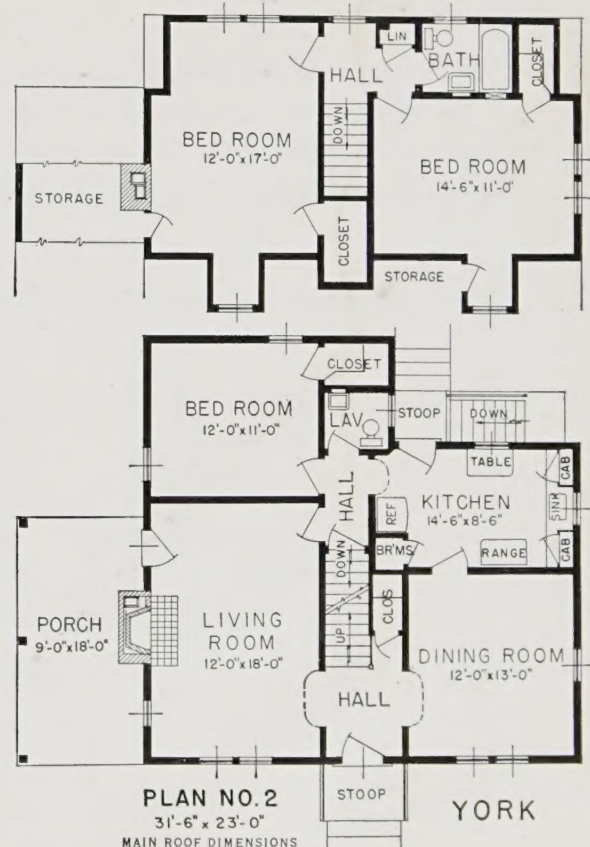
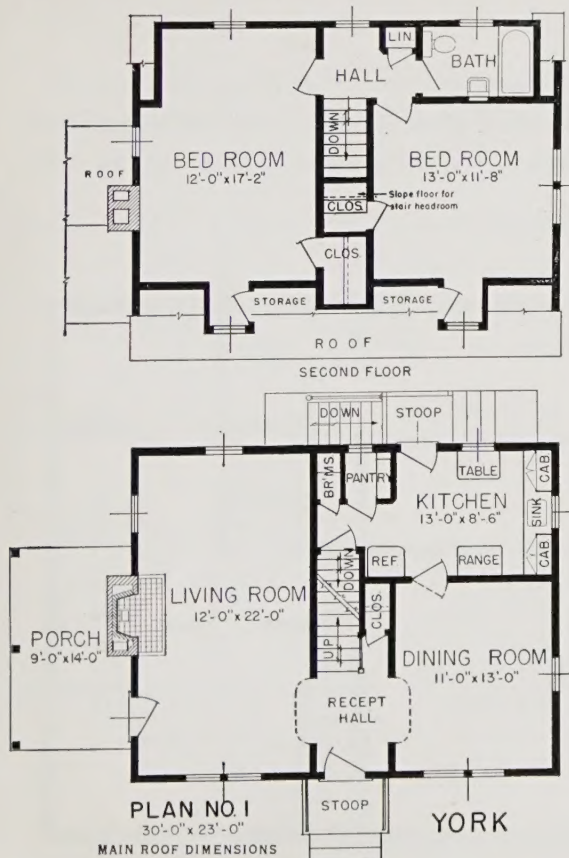
THE YORK

Again we score decidedly by offering this popularly priced, greatly beloved Cape Cod design, with floor plans that will meet the wishes of the most discriminating.

Ask for free copy of Folder "B" — 9 Points That Will Help You Build a Better Home at Lower Cost.

Every one considering building a new home should know the nine points of sound construction covered in Folder "B"

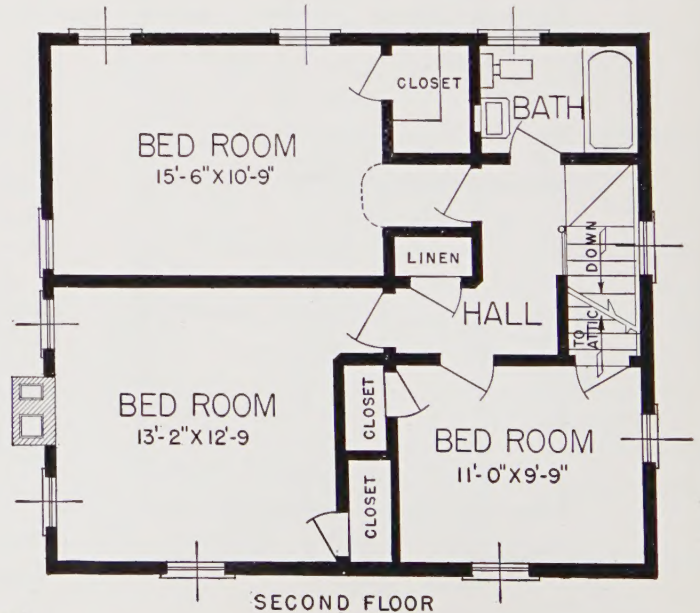
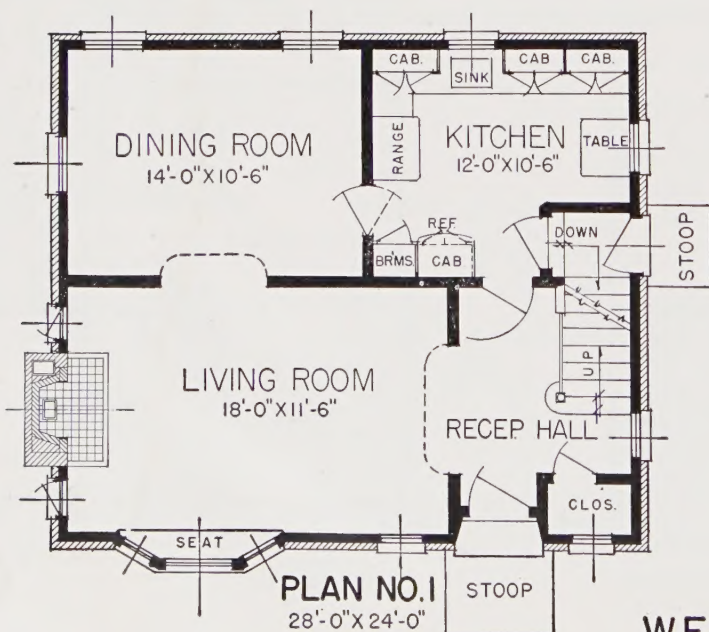
Two other floor plans on request.





The WELDON

The Weldon will be selected by those who know values,—by the cautious who count the cost per square foot without losing sight of the lasting comforts to be found in every quarter. Its many good points can be fully appreciated only after much careful deliberation.

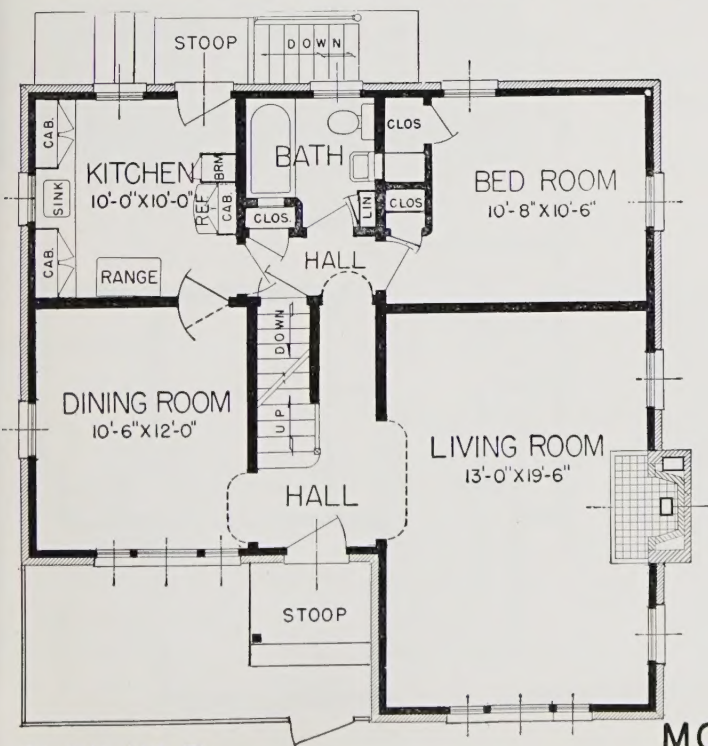


WELDON



The MORELAND

More of the best is to be found in The Moreland. Dignity and balance are coupled closely for completeness in design and its floor plan speaks plainly of practical living comforts.

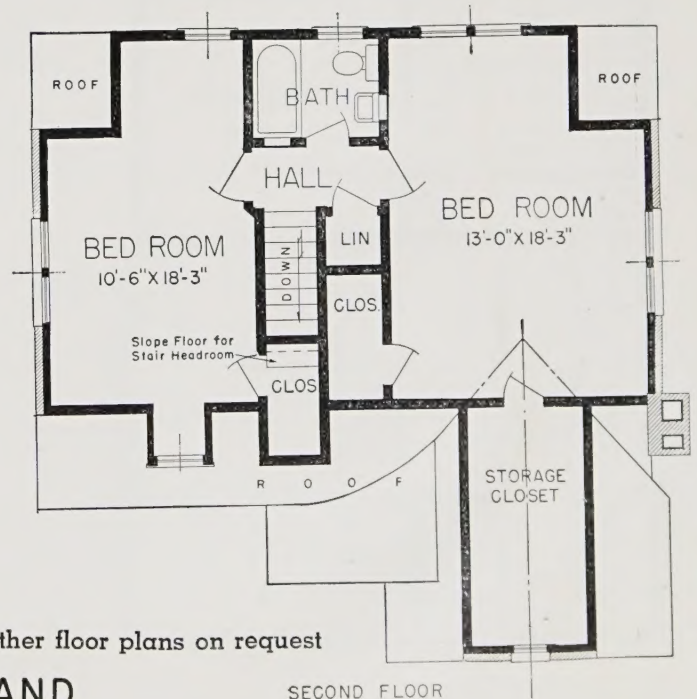


PLAN NO. 3

32'-0" x 24'-0"

MAIN ROOF DIMENSIONS*

MORELAND



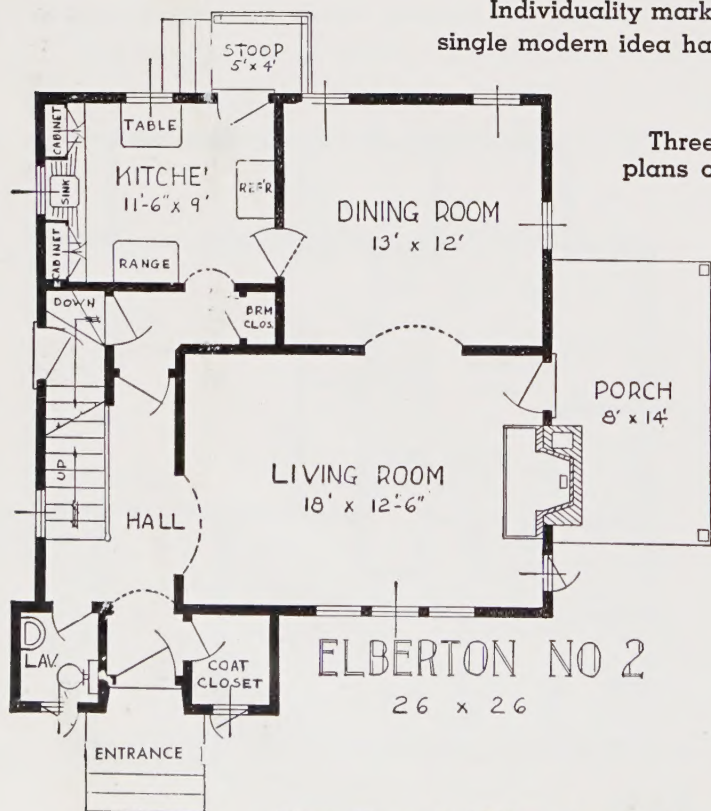
Two other floor plans on request

SECOND FLOOR

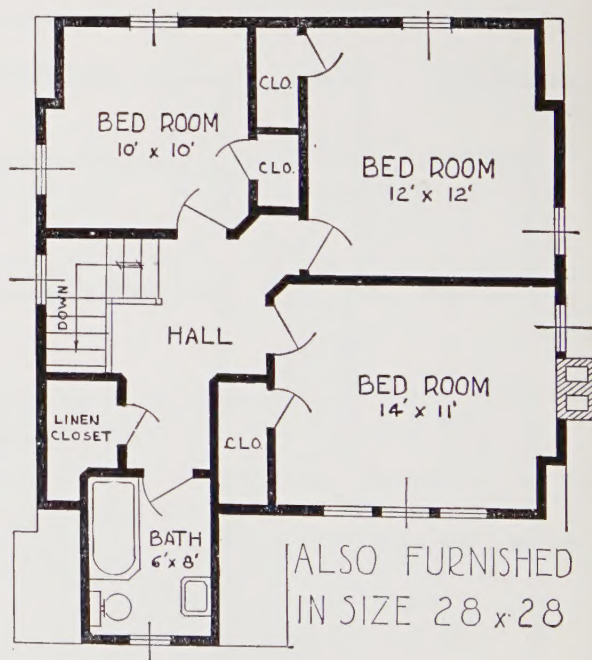


The ELBERTON

Individuality marks every line of the Elberton, and in the floor plans not a single modern idea has been omitted.



Three other floor plans on request.



More Than A Million People Live in Lifetime Homes Selected From Our Plan Books.

most of the house designs shown in our plan books, as well as to homes already built.



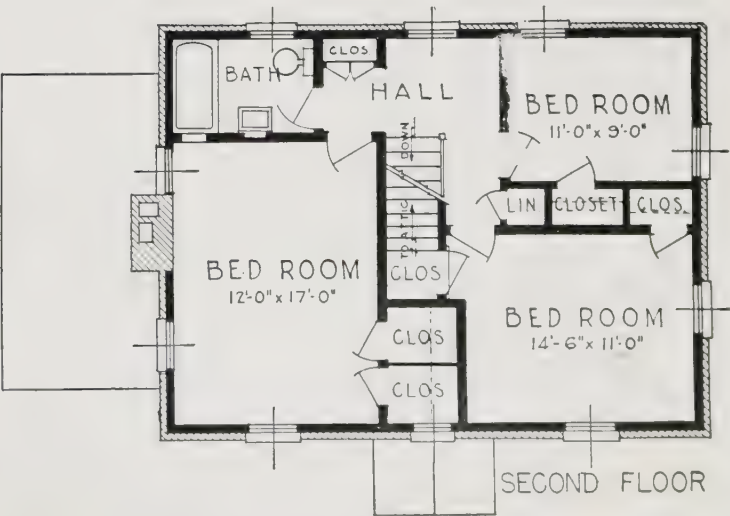
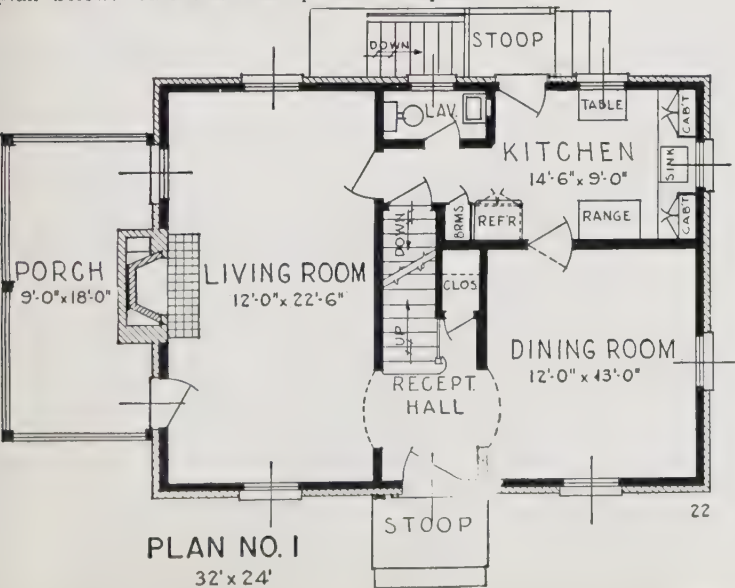
The PRINCETON

The PRINCETON exterior can be furnished with plan below. Alternate floor plans on request.

The GEORGETOWN

When our forefathers planned the Georgetown as the best in Colonial architecture, not a bet was missed. Comfort—economy—permanence. Those were the watchwords then. They are the watchwords today when our designers added new touches of refinement and finish that will lead far into tomorrow.

Three other floor plans on request.

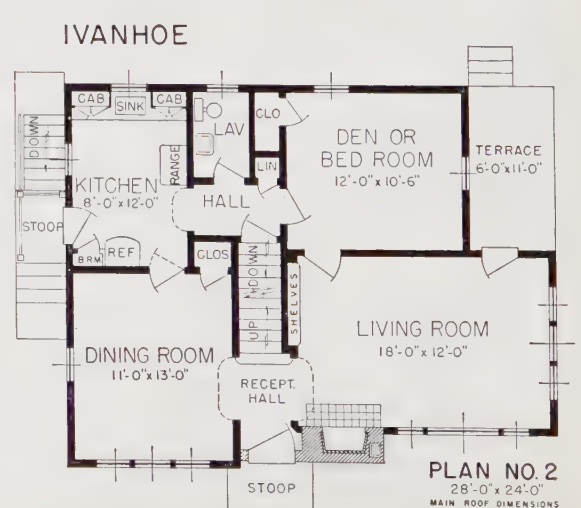
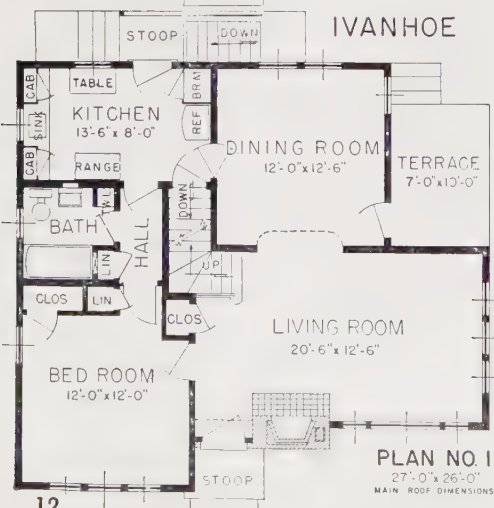
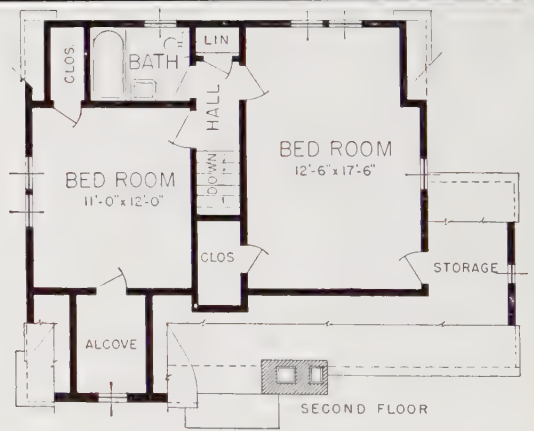
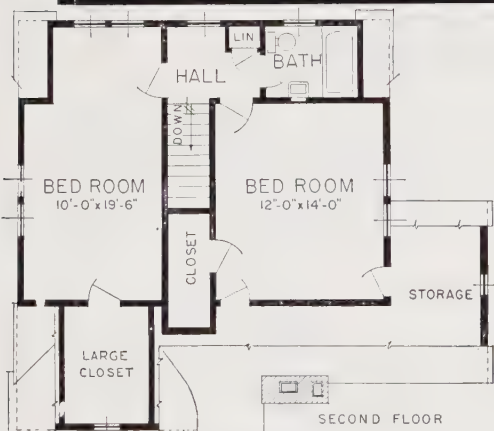




THE IVANHOE

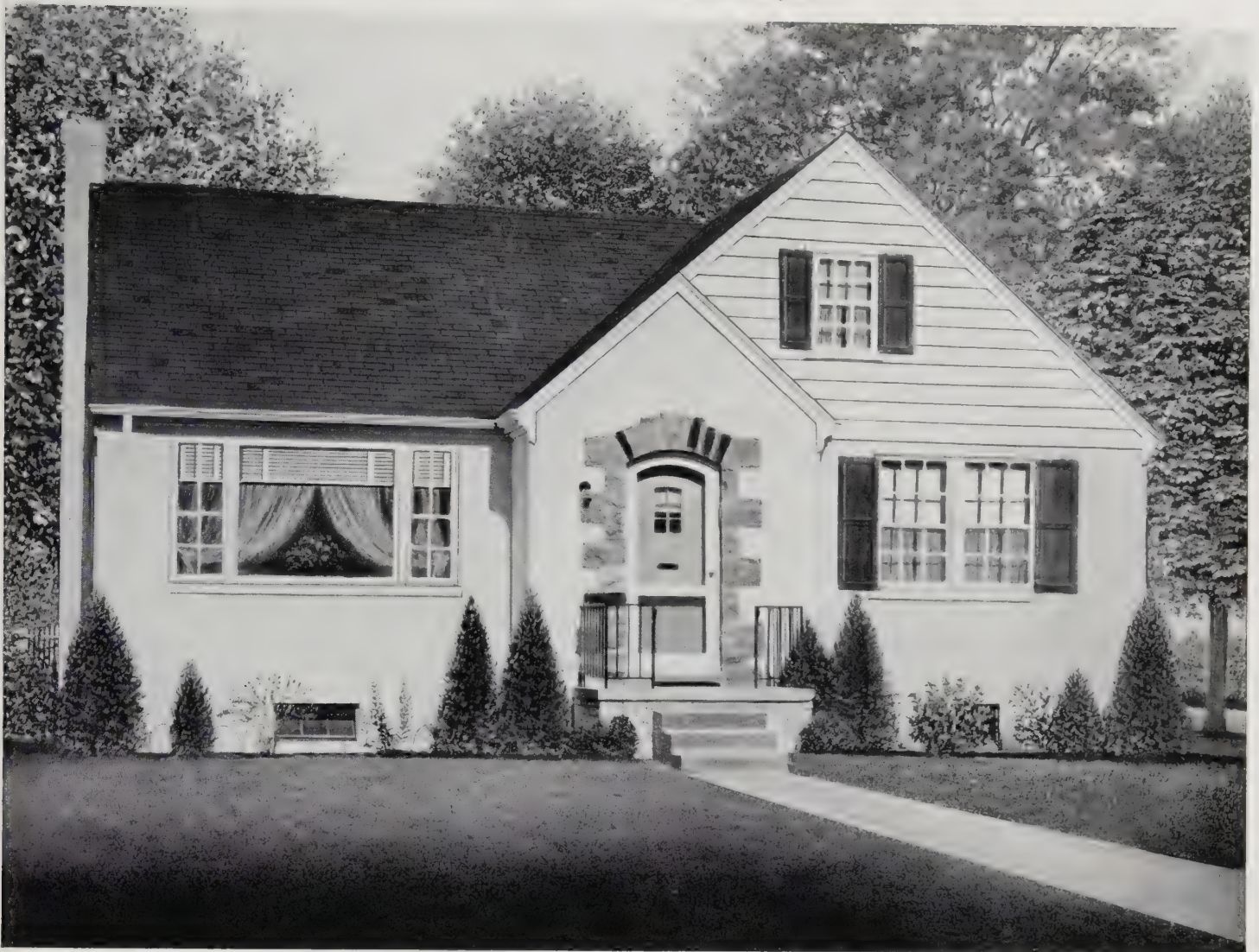
The Ivanhoe is a "close relative" of the beautiful Holbrooke. It is equally attractive, but lower in cost. Truly it is a dream home within its price range.

Two other floor plans on request.



NOTICE TO OPERATIVE BUILDERS

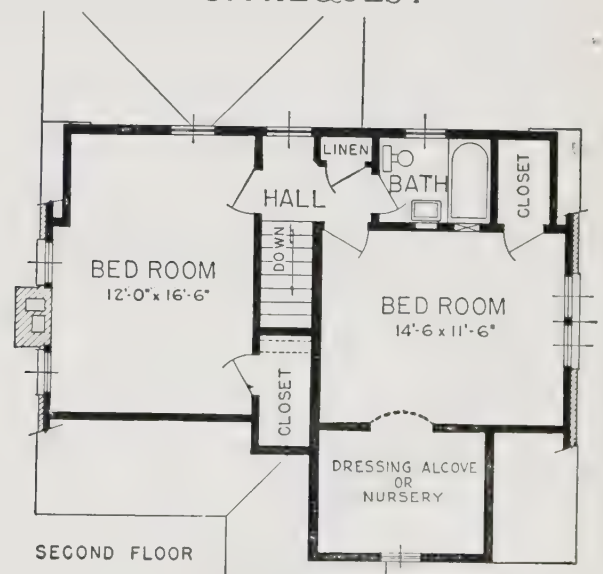
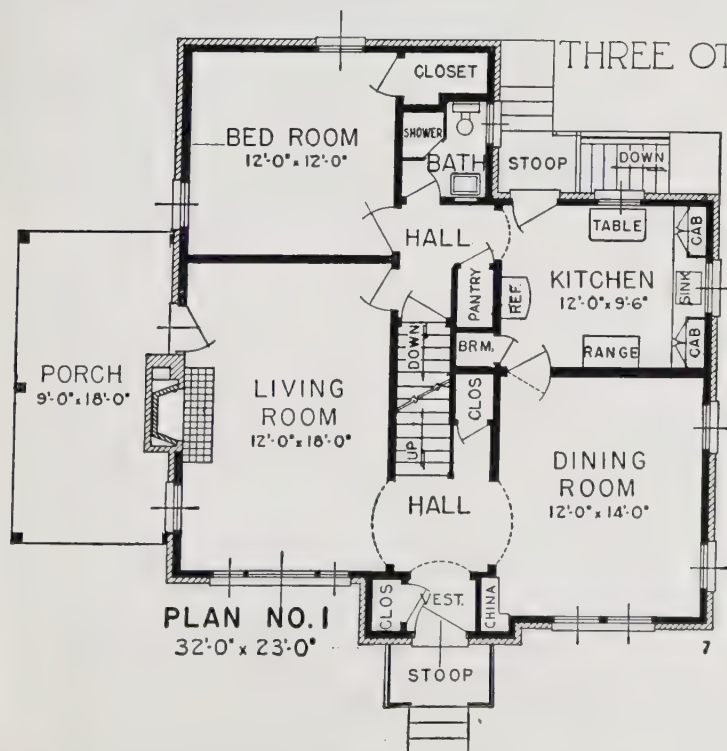
Sameness in a subdivision never pays. The slight increase in the cost of individual designs is offset by higher loan values and better satisfied purchasers. Write for "Builders Special"—basic floor plans with alternate elevations.



Painted Brick

THE BEAUMONT

Where could you find, in its price range, a better home than the Beaumont? Where could you find more distinction? Is it not as modern as the most discriminating could expect and is it not worthy of the most sacred efforts necessary to gain its possession? Don't delay further, if its floor plans meet your requirements.

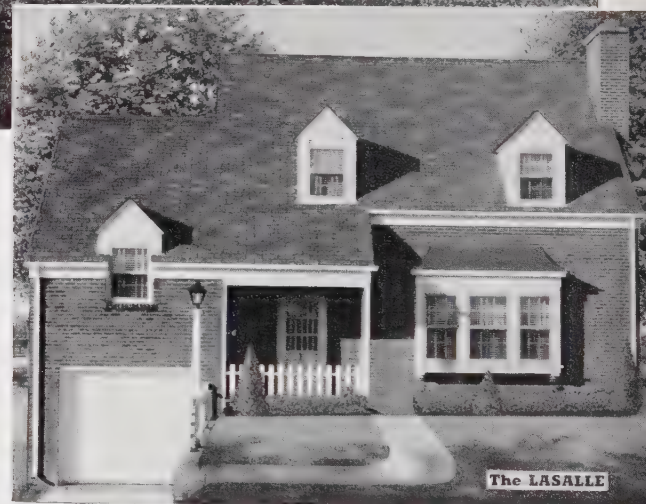


Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.



The BERKLEY

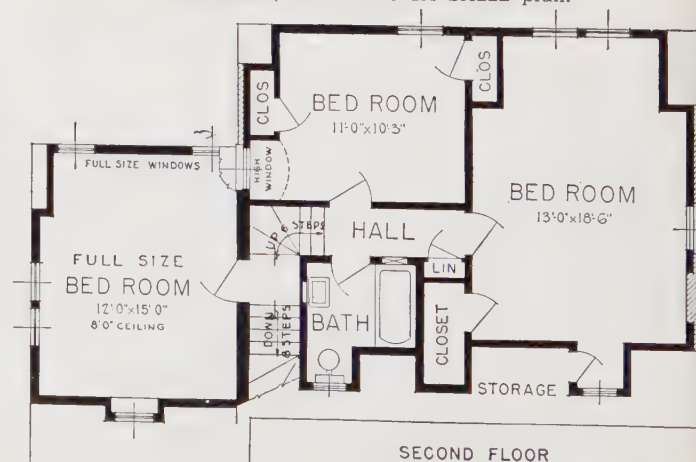
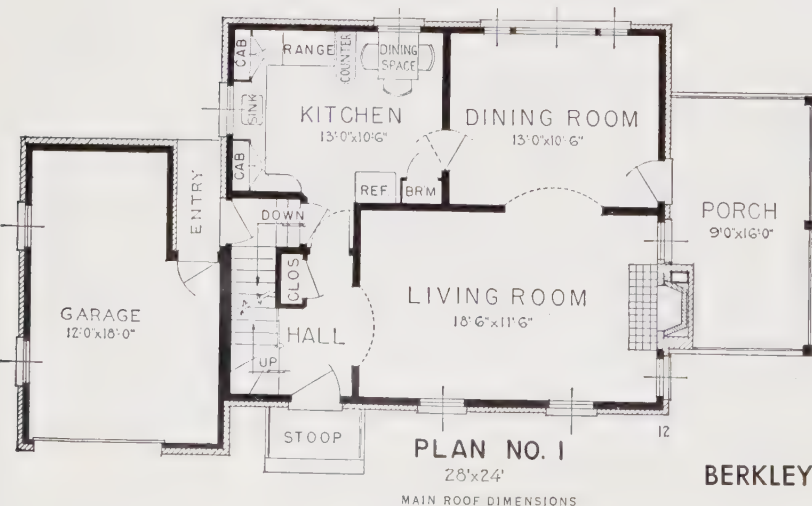
Such a lovely home! Such an unusual floor plan! Such careful thought given to every detail! Such an abundance of spaciousness and yet so reasonable in cost by comparison! Why, this is just the house we have looked for—just the plan we have always wanted.



The LASALLE

Two other floor plans on request.

If exterior design above is preferred, for steeper hillside lot, ask for the LA SALLE plan.



References: Any Building & Loan Association, Savings Bank or Lumber Dealer in your community.



The FAIRFAX

The Fairfax is an excellent example of skillful planning for comfort as well as for low construction cost.

Folders Free on Request

Folder "A", Answers to Questions. Answers important questions on good construction.

Folder "B", Important points on good construction.

Folder "C", Comparative Construction Costs, On good construction and present prices.

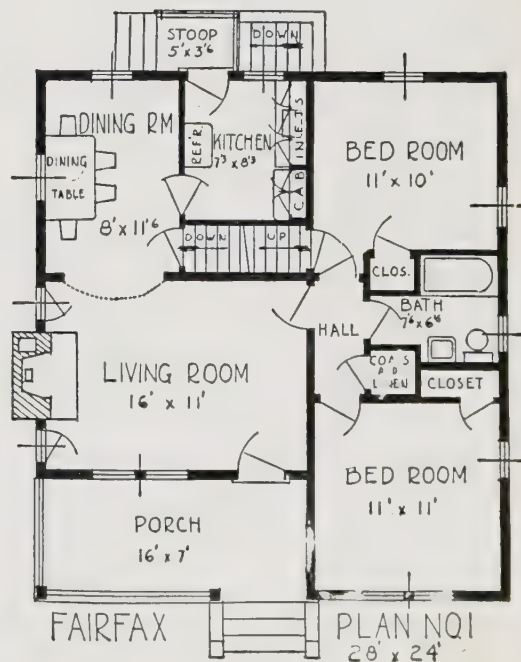
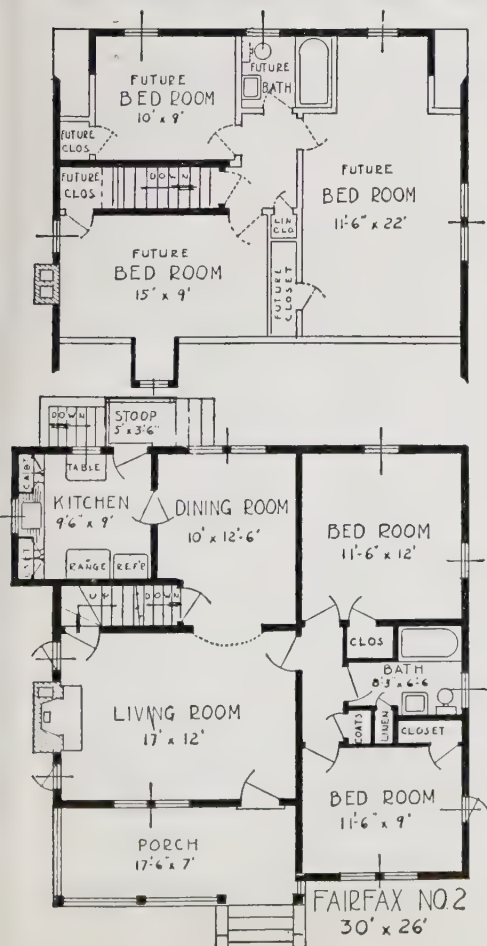
Folder "F", Facts on Financing Small Homes. How to build on easy terms.

Folder "H", How You Can Build Your Own Home.

Folder "O", Owner Supervision.

Read these folders carefully. They will help solve most of your problems.

Two other floor plans on request.

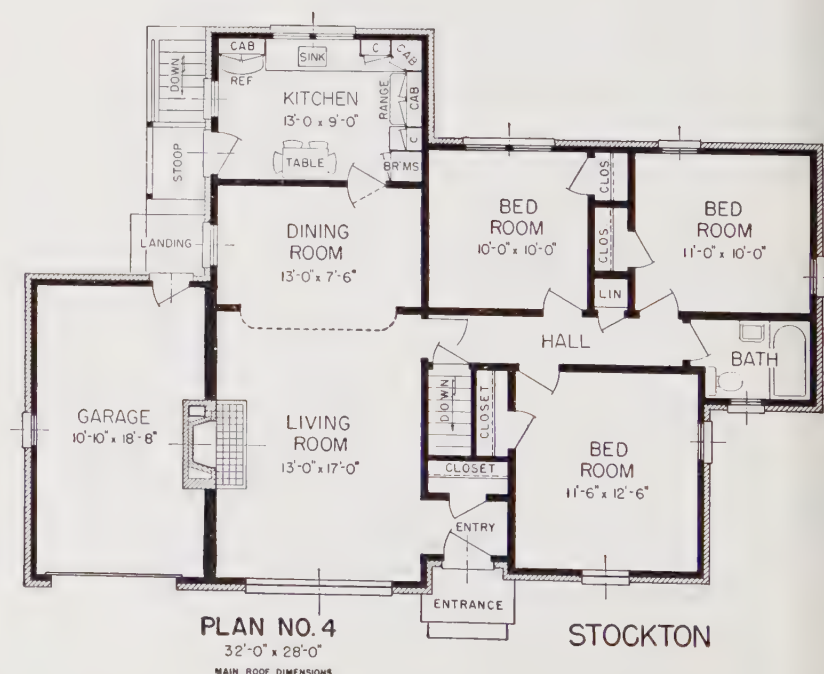
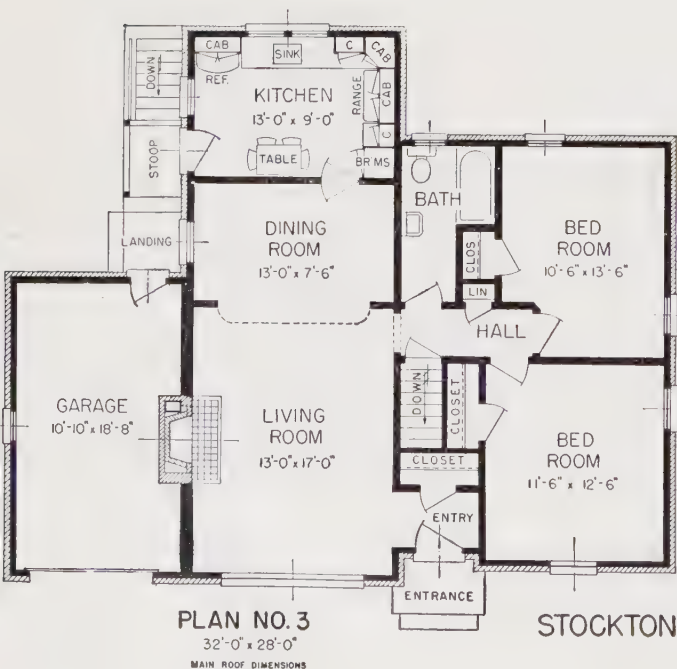




Painted Brick

The STOCKTON

The Stockton is staunch and home like. The cost-cutting ideas so much in evidence in this good home will be fully appreciated by those who thoughtfully keep their home budgets carefully balanced.

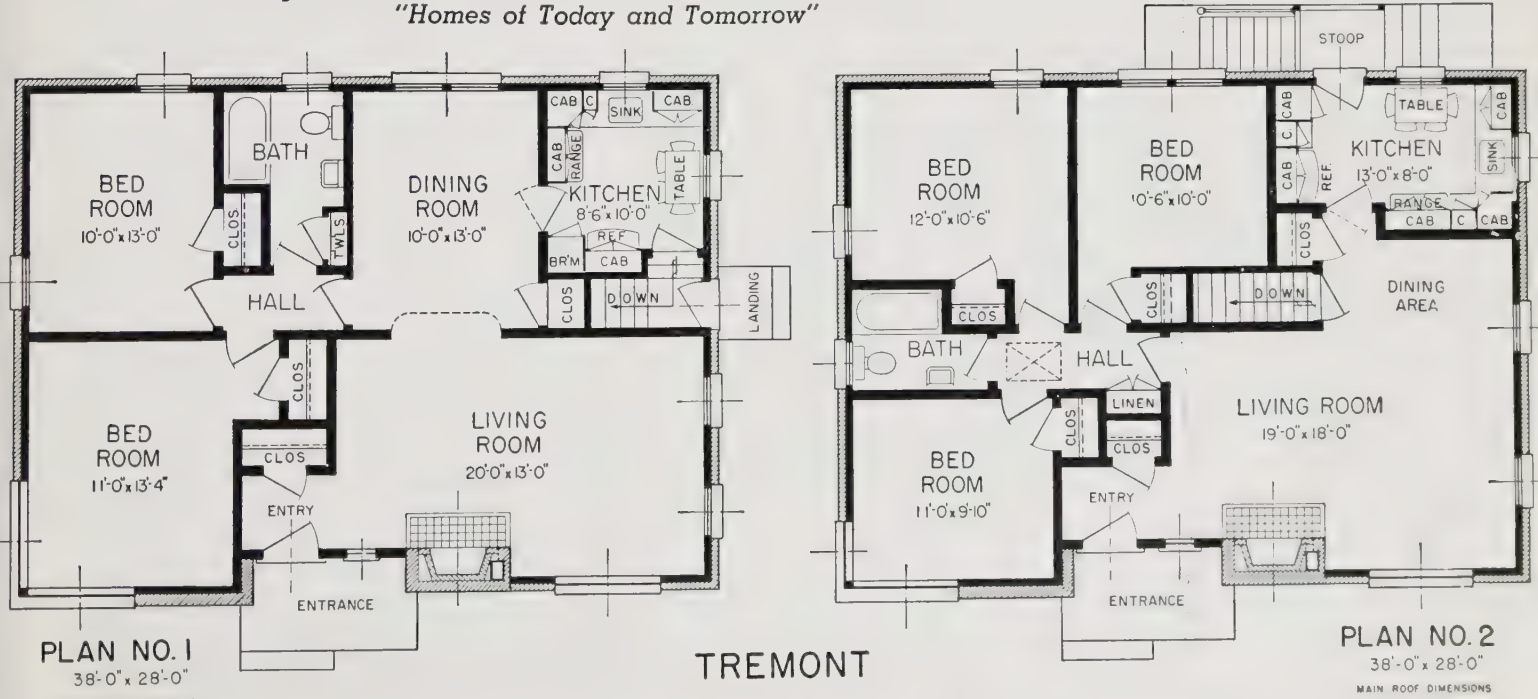




The TREMONT

A treat for those desiring a different touch in a moderately priced home. Either floor plan offers the maximum of comfort and convenience for a modern and happy home life.

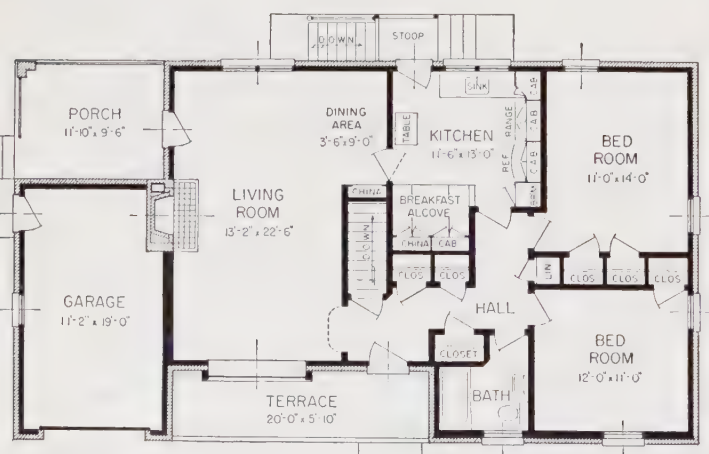
If gable roof is desired, see the Meadowbrook shown in "Homes of Today and Tomorrow"





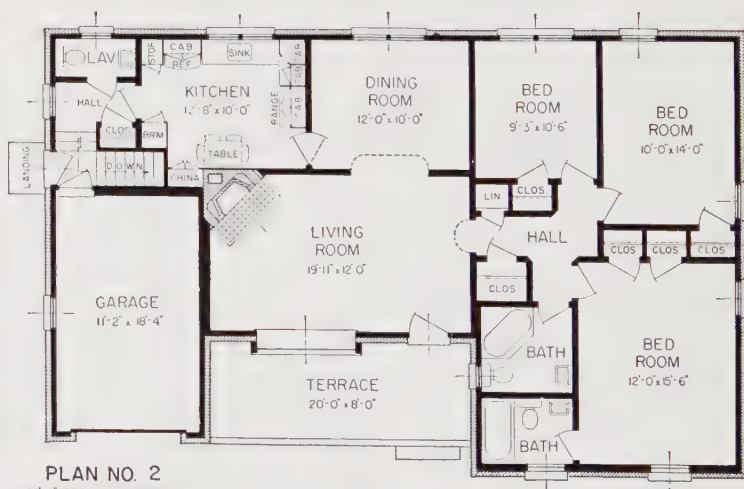
THE KEYSTONE

The Keystone seems to be cleverly keyed to every good home feature of today and tomorrow. It is modern to the minute, yet it is kindly and homelike and mere words cannot tell of all of its good points. Including easily accessible facilities for taking care of the family car, recognized that it, too, has become an integral part of our everyday living.



PLAN NO. 1
53'-6" FRONT DIMENSION

KEYSTONE



PLAN NO. 2
53'-6" FRONT DIMENSION

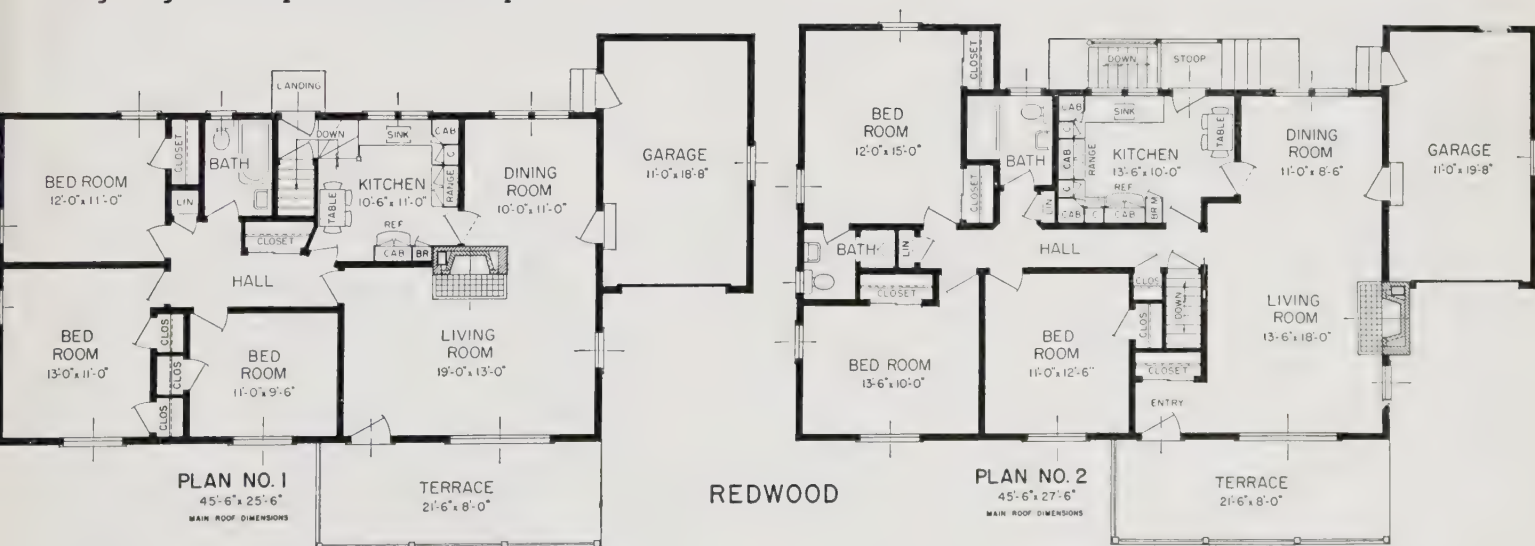
KEYSTONE

Other Plan Books for Those Who Want to Build Homes at First Cost.
BETTER HOMES AT LOWER COST—HOMES OF TODAY AND TOMORROW—HOMES YOU CAN BUILD YOURSELF
 50c each; or All Three for \$1.00



The REDWOOD

This refined straight-forward design speaks of things practical, of cost within reason. The exterior, in frame gives ample opportunity for individual expression of color preference. With two three-bedroom floor plans and attached garage to provide comforts usually found in homes costing considerably more, does it not have everything to give one pride of ownership?



The plans offered in this book are the result of the **combined** efforts of a staff of presently Registered Architects, long associated with this organization, who supervise, check and approve each original working drawing. Through extensive practice in the field of residential architecture, they are well acquainted with the aspirations and requirements of the **average** home builder.

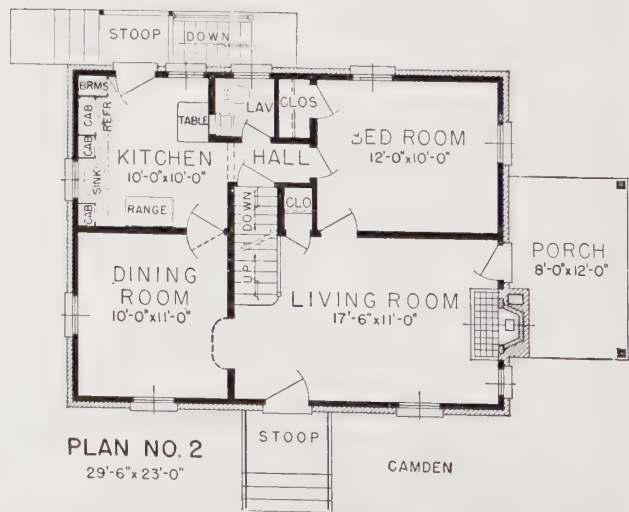
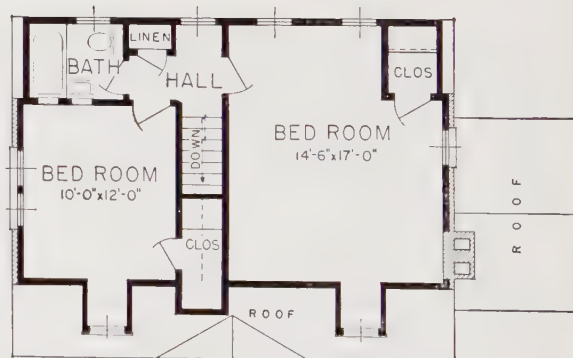
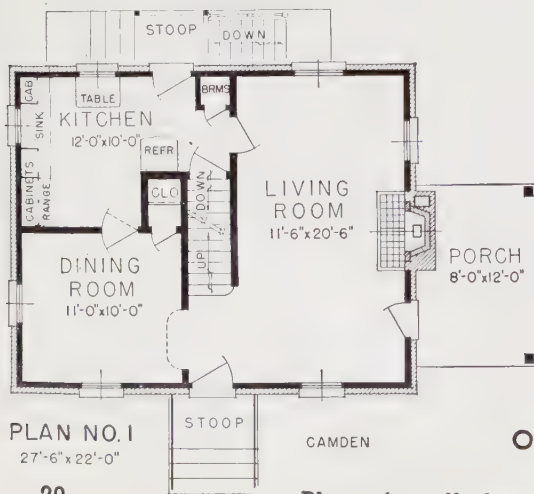
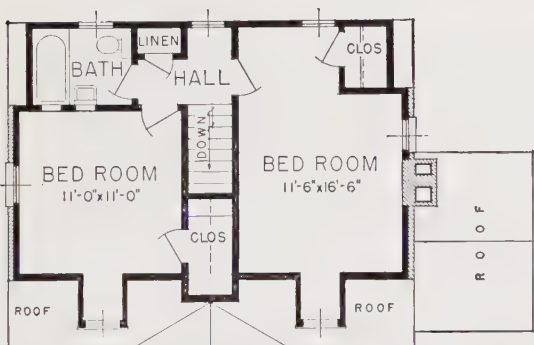


The CAMDEN

Home life in the Camden should be peaceful because the low cost should not leave its owners burdened with heavy obligations, yet the many refinements shown place it among the best in the field of Cape Cod homes.

If you want to build a home on easy terms, ask for Folder "F".

Other floor plans on request.



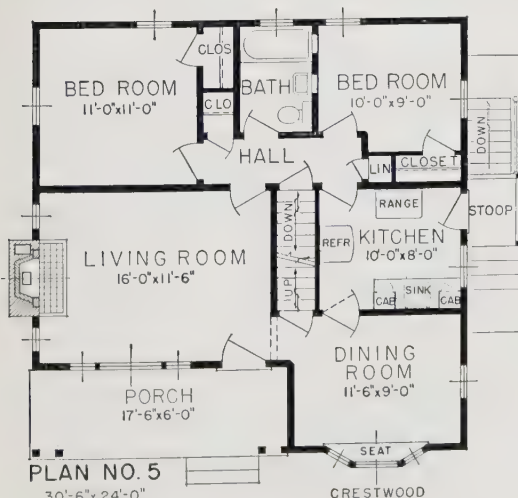
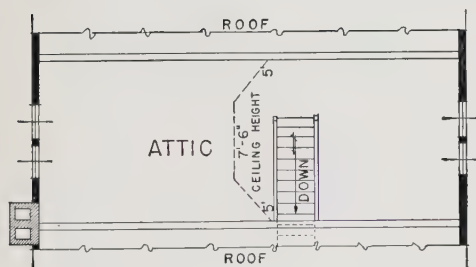
Plans for all designs available as shown or reversed to fit your lot (See page 2).



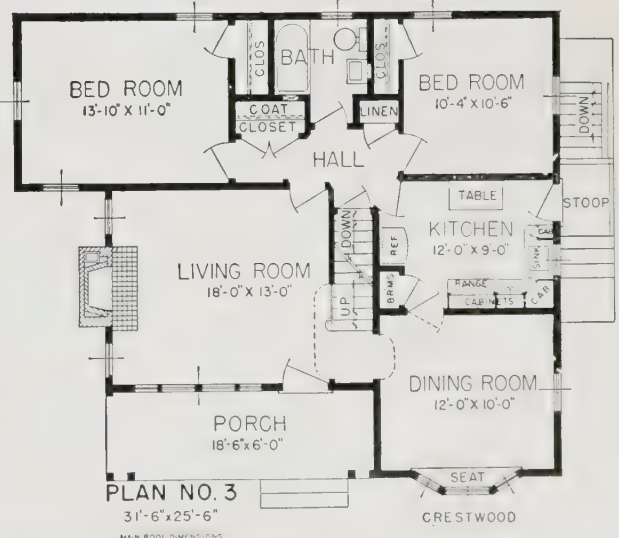
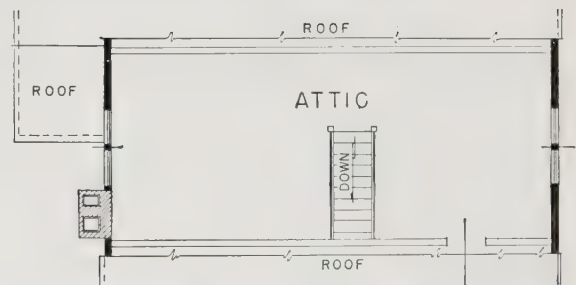
The CRESTWOOD

Selfishness seldom strangles the man whose pride and ambition lead him to build a home like the Crestwood.

Two Other Floor Plans on Request



GARAGES AND BREEZEWAYS in many instances enhance the beauty and value of your home—serve a very useful purpose and permit full utilization of your home site to the best advantage. As an extra service to our customers, we have prepared plans for Garages and Breezeways which are adaptable to many of the house designs shown in this plan book, as well as homes already built. Complete plans, elevations and details are priced at only \$5.00 per set. Write for illustrated sample sheet.



Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.

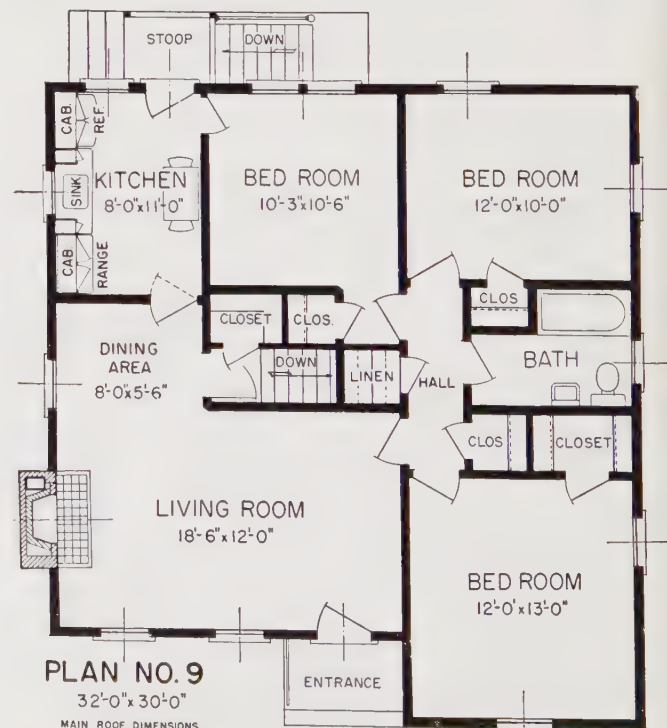
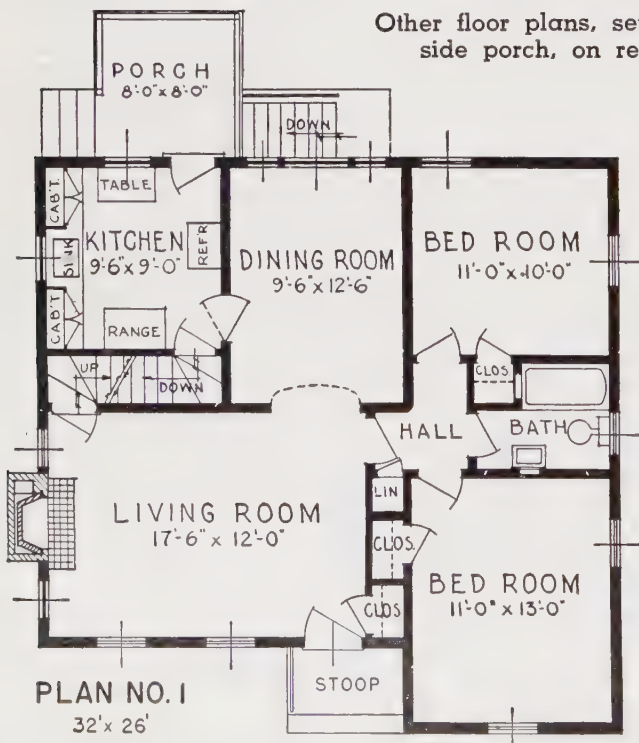
Constant Rent is like a Dripping Faucet; Home Payments like a Savings Account.



The AVONDALE

For the future safety of your wife and children, build a home of some kind. Have your home built where you and your wife want it—the way you want it, and you will find in that home a new and inner satisfaction which can never be realized in a house built by another.

Other floor plans, several with side porch, on request.

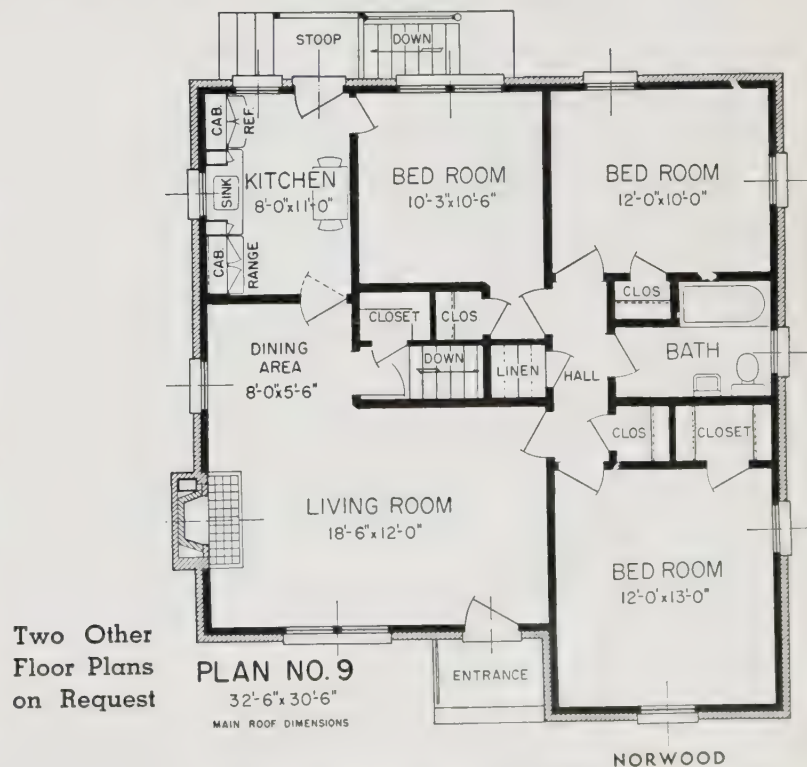
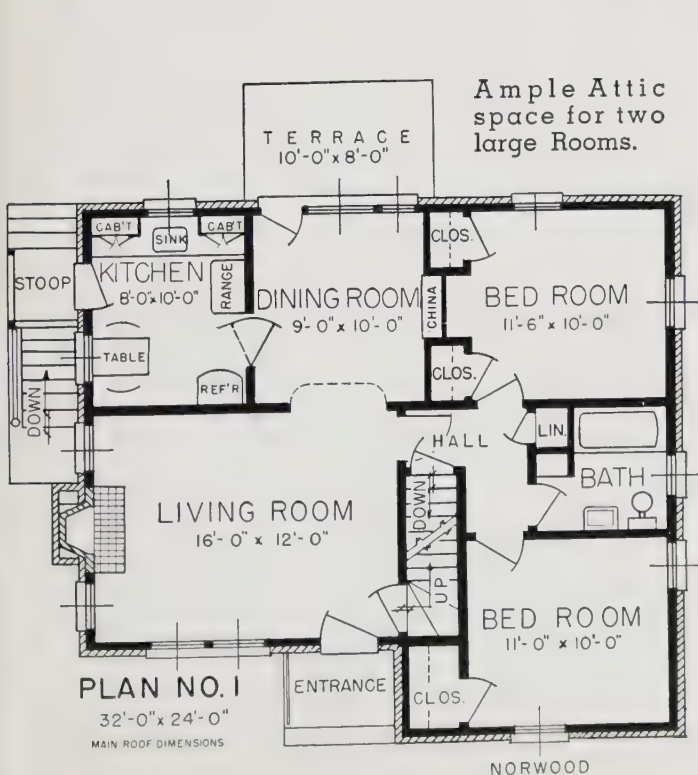


AVONDALE



The NORWOOD

There is something so natural and homelike about the Norwood that one forgets to place it in the low cost field. It is a home so full of daily conveniences and comforts that its cost will seem meager even today.



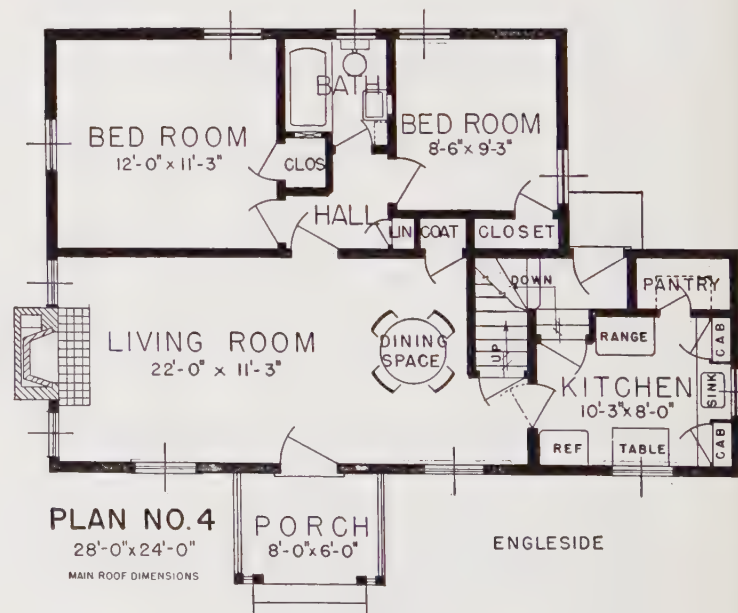
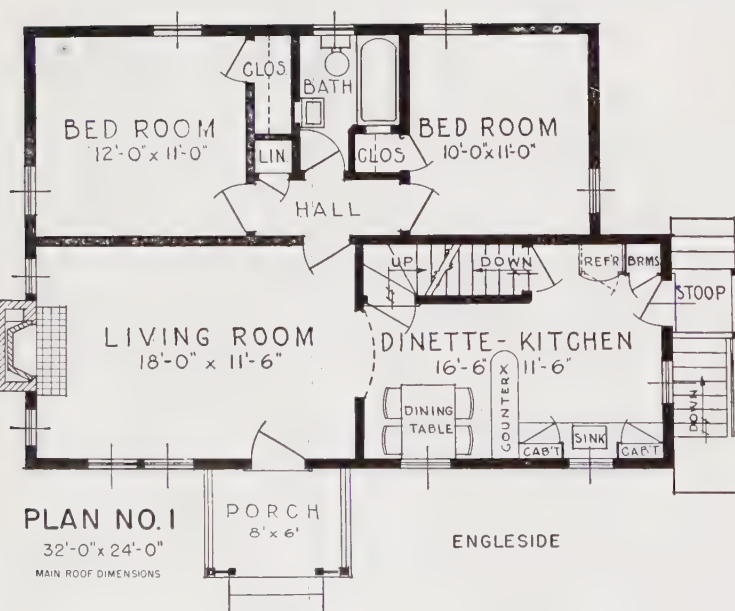
Our Standardized Plans Save, During Construction, Three to Five Times Their Cost, Often More.



The ENGLESIDE

This lovely cottage seems to carry in every line a lot of common sense and straight thinking. Its generous and thoughtfully arranged floor plans also tell of the effort put forth to gain comfort at low cost.

Two other floor plans on request.



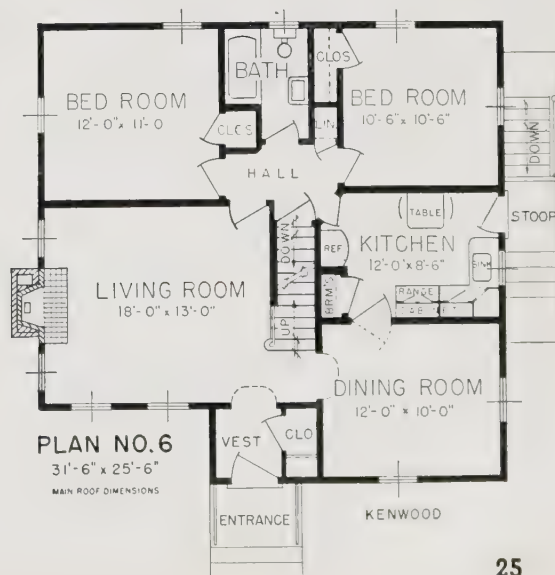
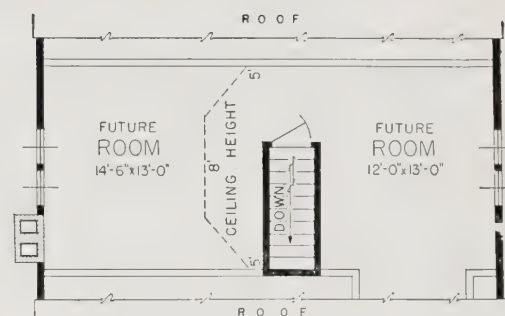
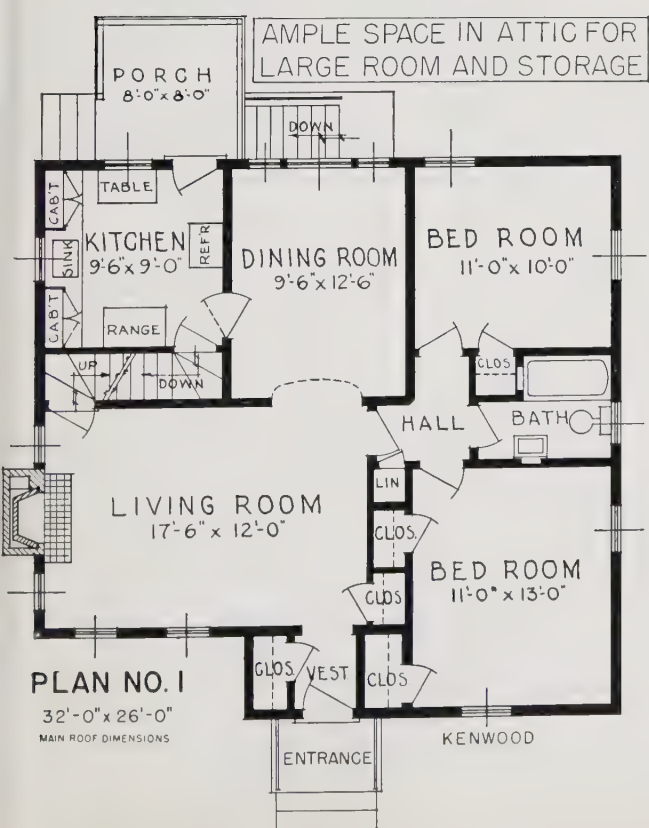
Carefully Prepared Material Lists are Furnished Free with all Plans Ordered.



The KENWOOD

In designing the Kenwood, corners were cut in costs rather than in character. Here is to be found the same careful designing recognized in homes far beyond its price range.

Other Floor Plans
On Request.

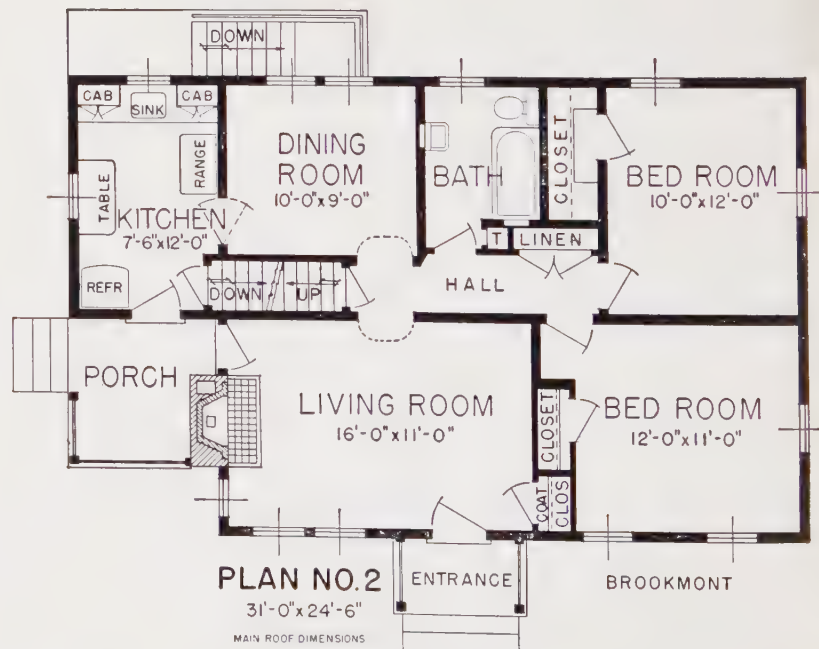
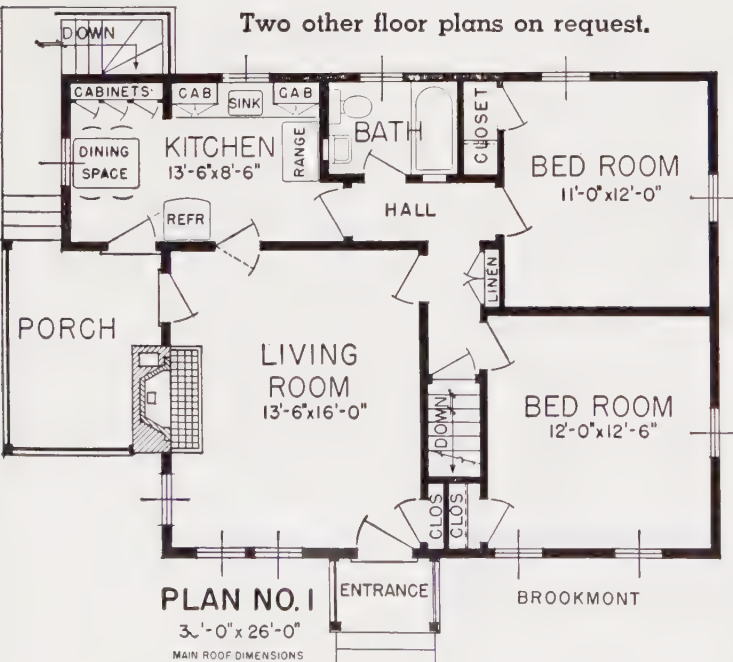




The BROOKMONT

As much beauty can be built into a small home as in a more pretentious structure costing several times as much. The Brookmont is an excellent example of what can be done in giving distinction at low cost.

Two other floor plans on request.



Complete Plans and Specifications in Duplicate for Any One of Our Stock Designs Only \$20



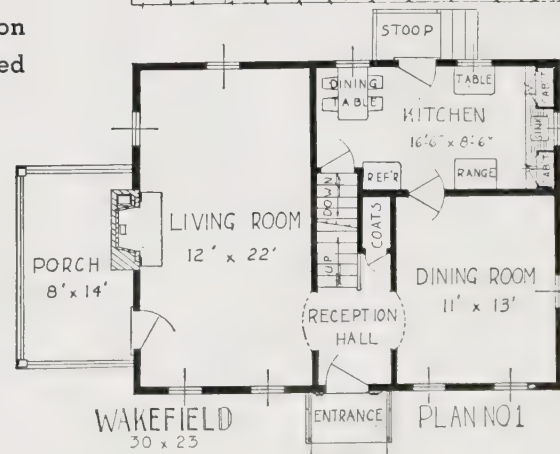
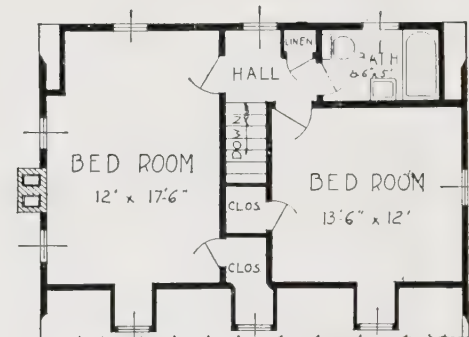
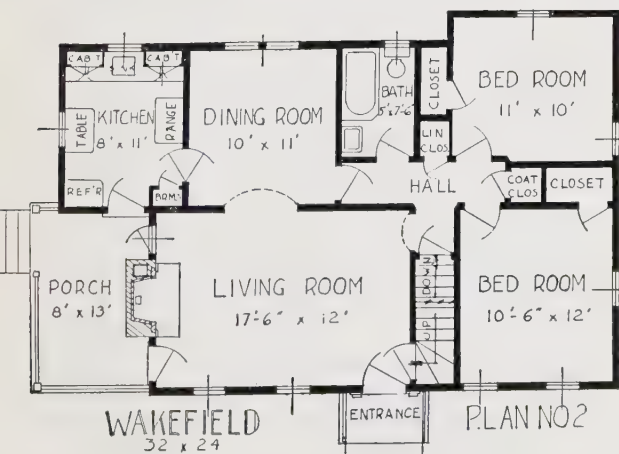
The WAKEFIELD is equally attractive in FRAME, with wide siding. Plans can be mailed promptly. Additional charge—only \$7 (see page 2).

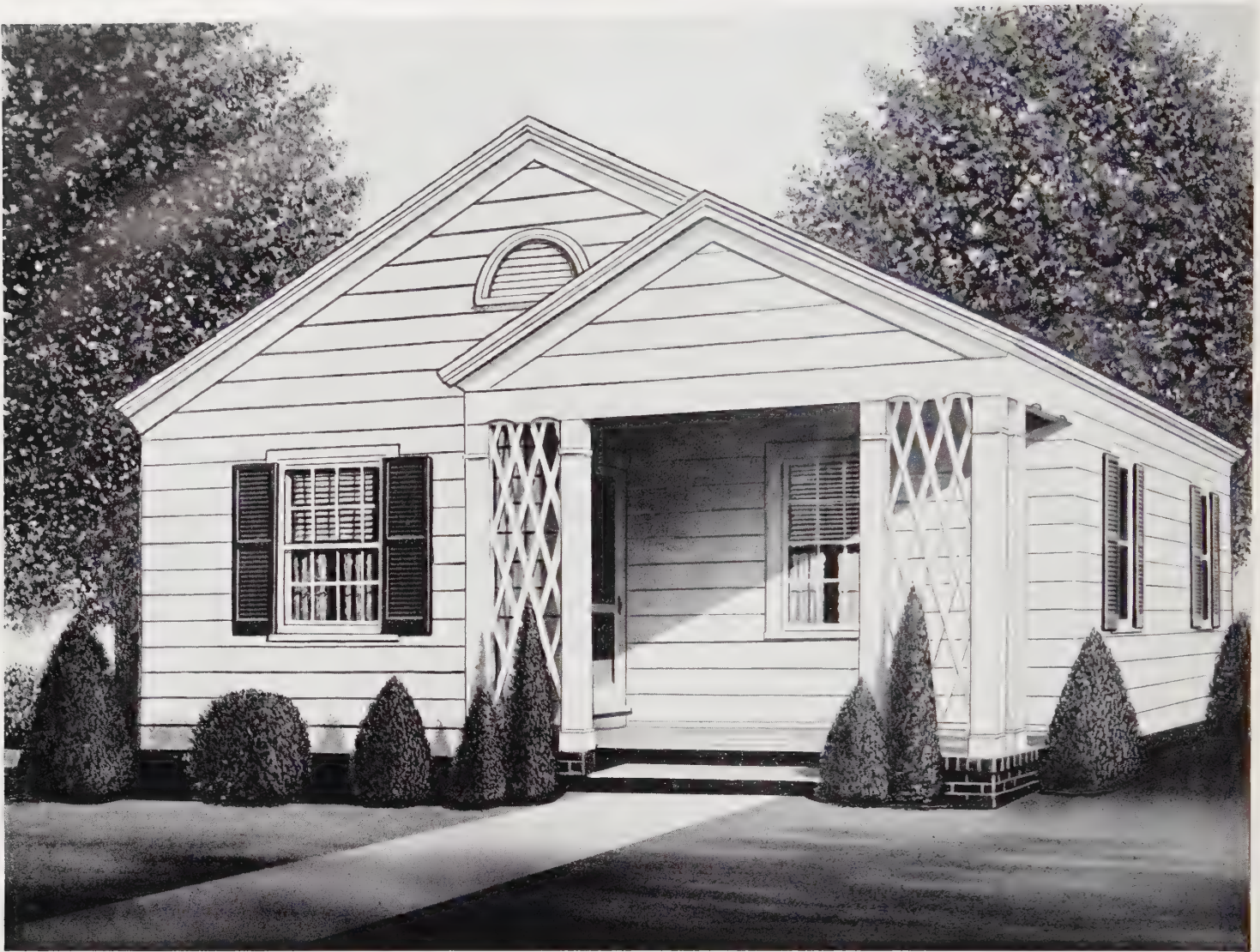
The WAKEFIELD

The Wakefield is a masterpiece in architecture. Its individuality causes it to stand alone in any community as a home of rare grace and permanent beauty; and yet its construction cost is well within the means of those contemplating the erection of a moderately priced home.

PLAN NO. 2 HAS AMPLE SPACE ON SECOND FLOOR FOR TWO ROOMS AND BATH.

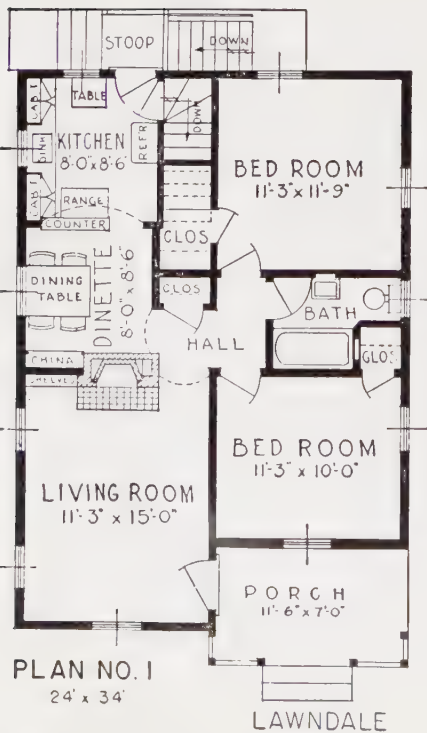
Two Other Floor Plans on Request.





The LAWNDALE

If you are looking for a lovely home for a narrow lot, the Lawndale is decidedly the answer.



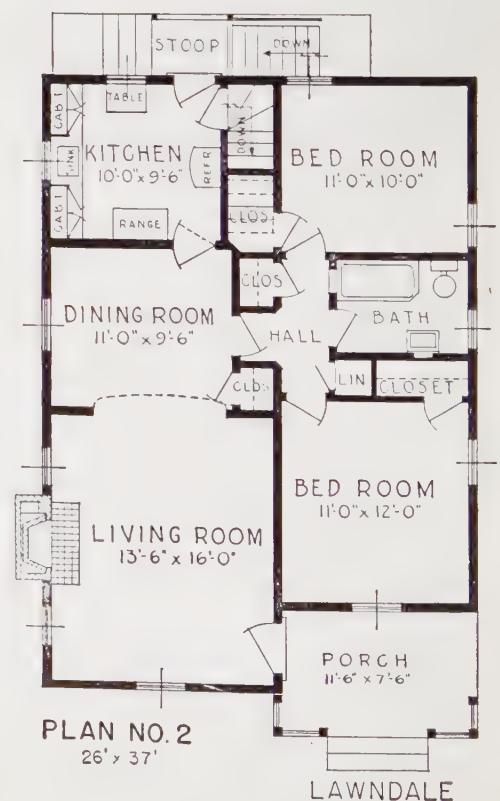
If you are interested in building your home on the easiest possible terms, ask for free copy of Folder "F" — Facts on Financing Small Homes.

Folder "F" will give you many ideas about dealing with loan companies, contractors and others interested in helping you build your home.

Ask for Folder "O" if you wish to build or supervise the construction of your own home.

If you can pay rent you can pay for a home of your own. This folder will tell you how.

Two other floor plans on request.



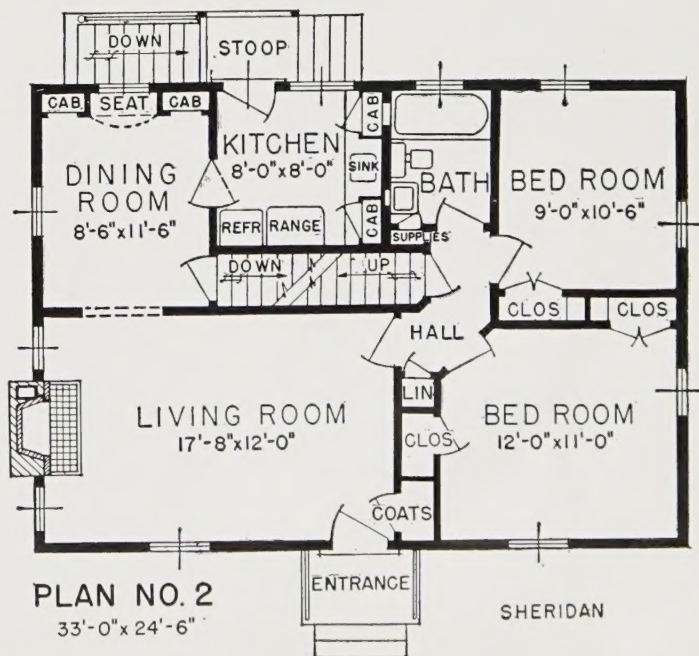
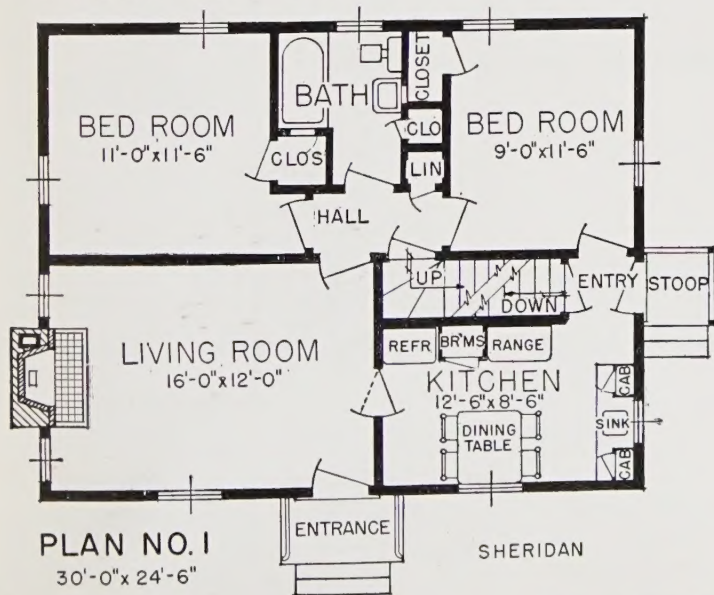


If the above exterior, without fireplace, is preferred, order plans for the TYLER-E.

The SHERIDAN

With confidence you may take your choice of either floor plan offered for the Sheridan. There are skillfully arranged differences, but all mean lasting comforts in the home life.

Step saving homes have excellent resale value.

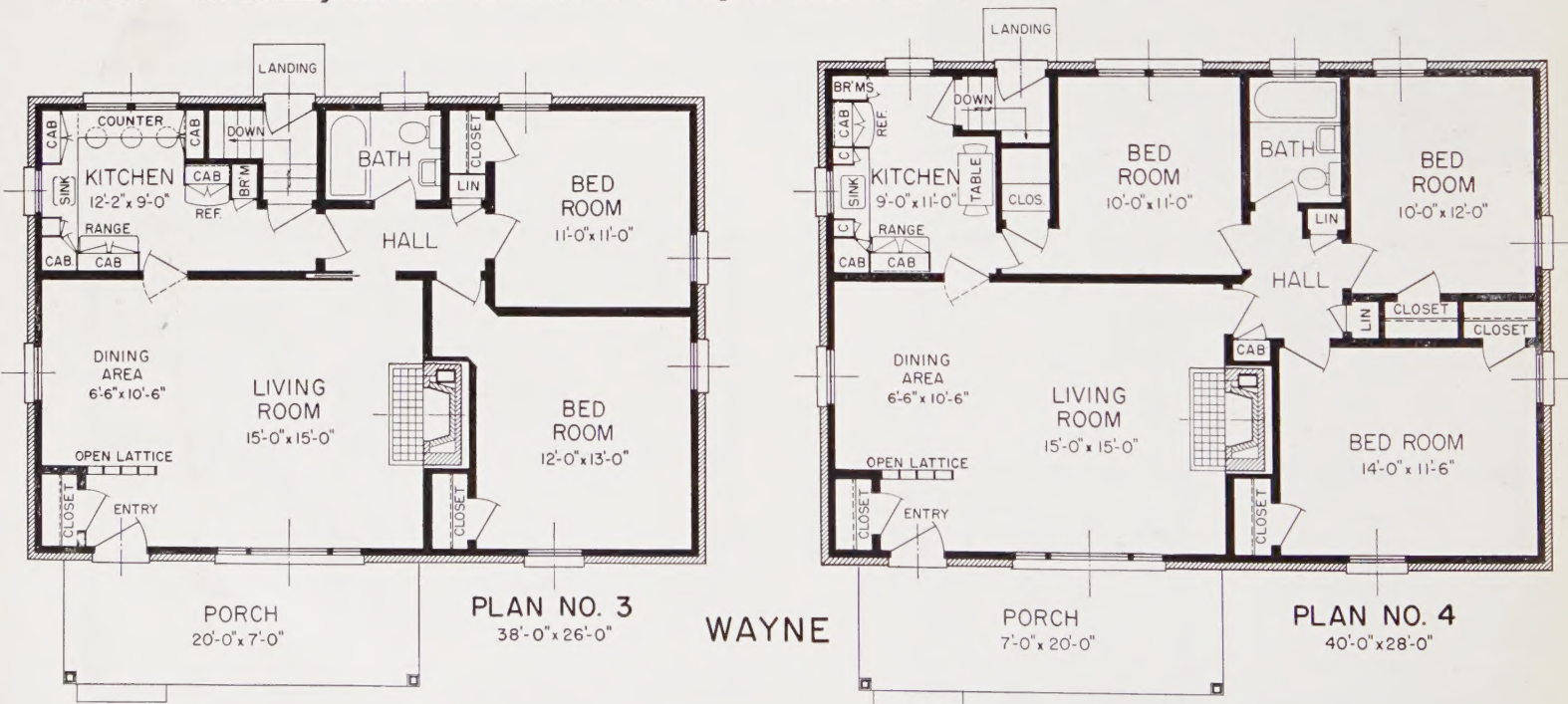


Two other floor plans on request.



The WAYNE

Could you hope for a more desirable small home than The Wayne at close to the minimum building cost for its size? Yet nothing has been sacrificed in the way of comfort and livability.

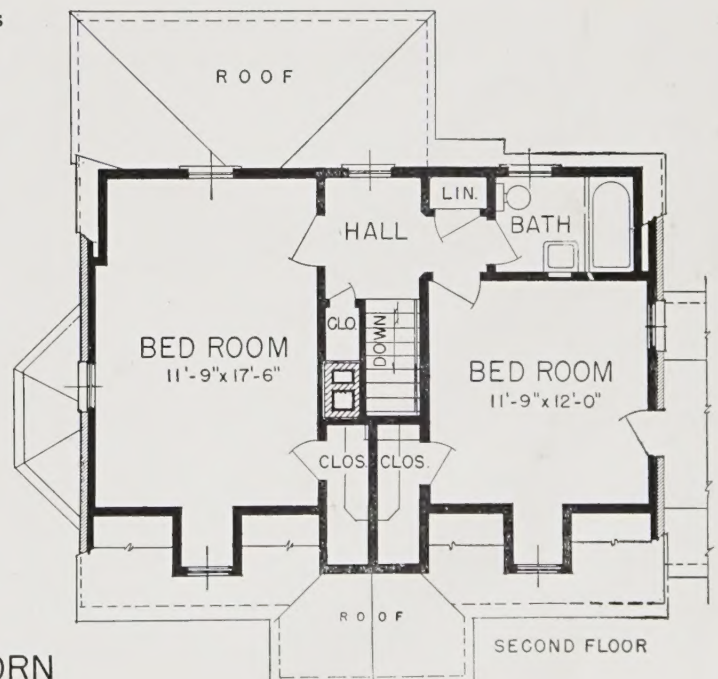
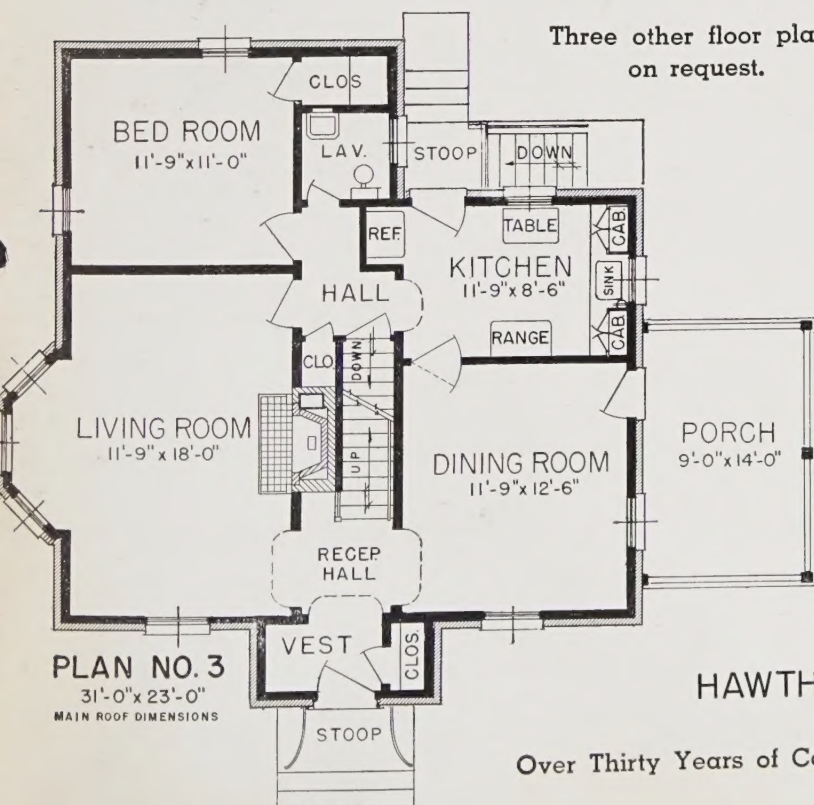


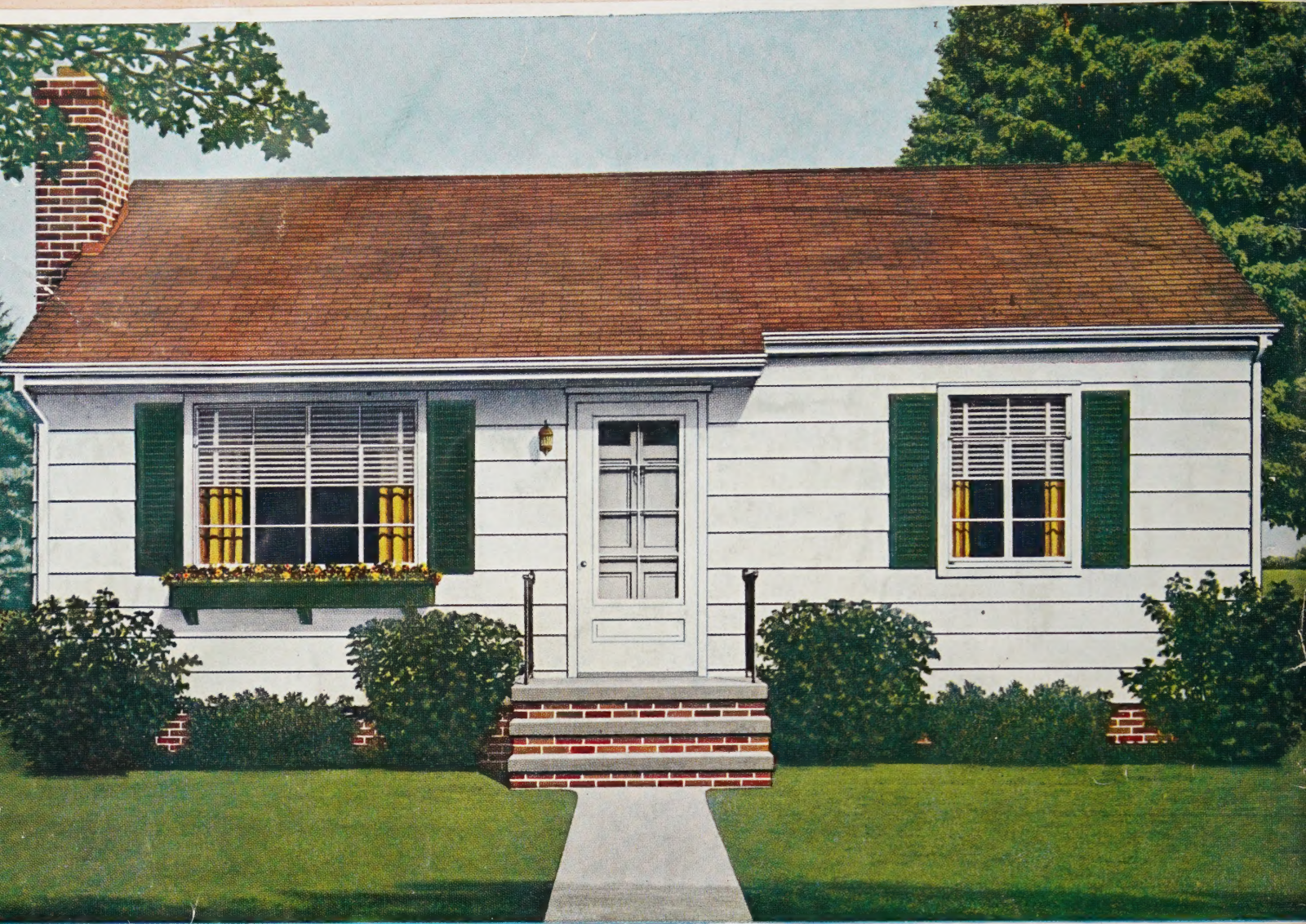
Our Pioneer Garage, illustrated in HOMES YOU CAN BUILD YOURSELF, provides temporary living quarters while your home is being constructed and also provides a garage and heated workshop later. Plans free with all house plans ordered from HOMES YOU CAN BUILD YOURSELF. If ordered separately, they are \$5 per set.



The HAWTHORN

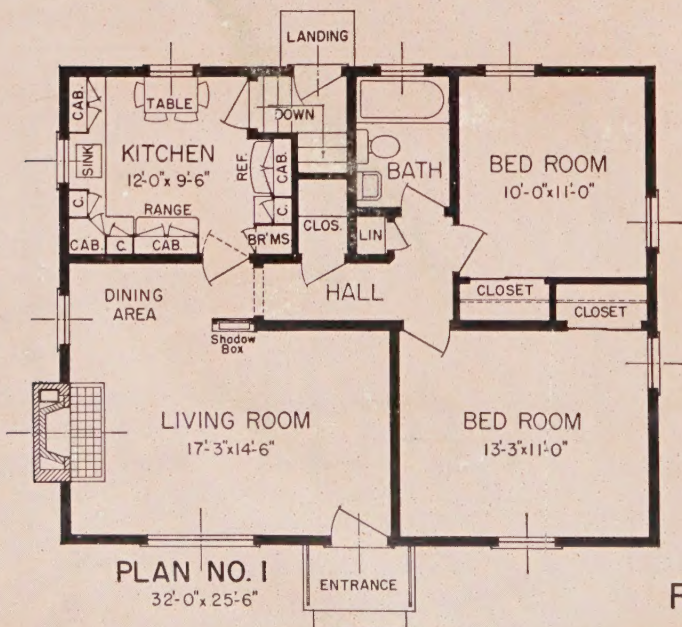
The Hawthorn is a Cape Cod cottage of striking appeal and unusual interest. It will stand as a home of distinction on any street in any part of the country.





The REVERE

The design of the REVERE is as sound as the principles on which this nation was established—and a firm investment for the future.



REVERE

